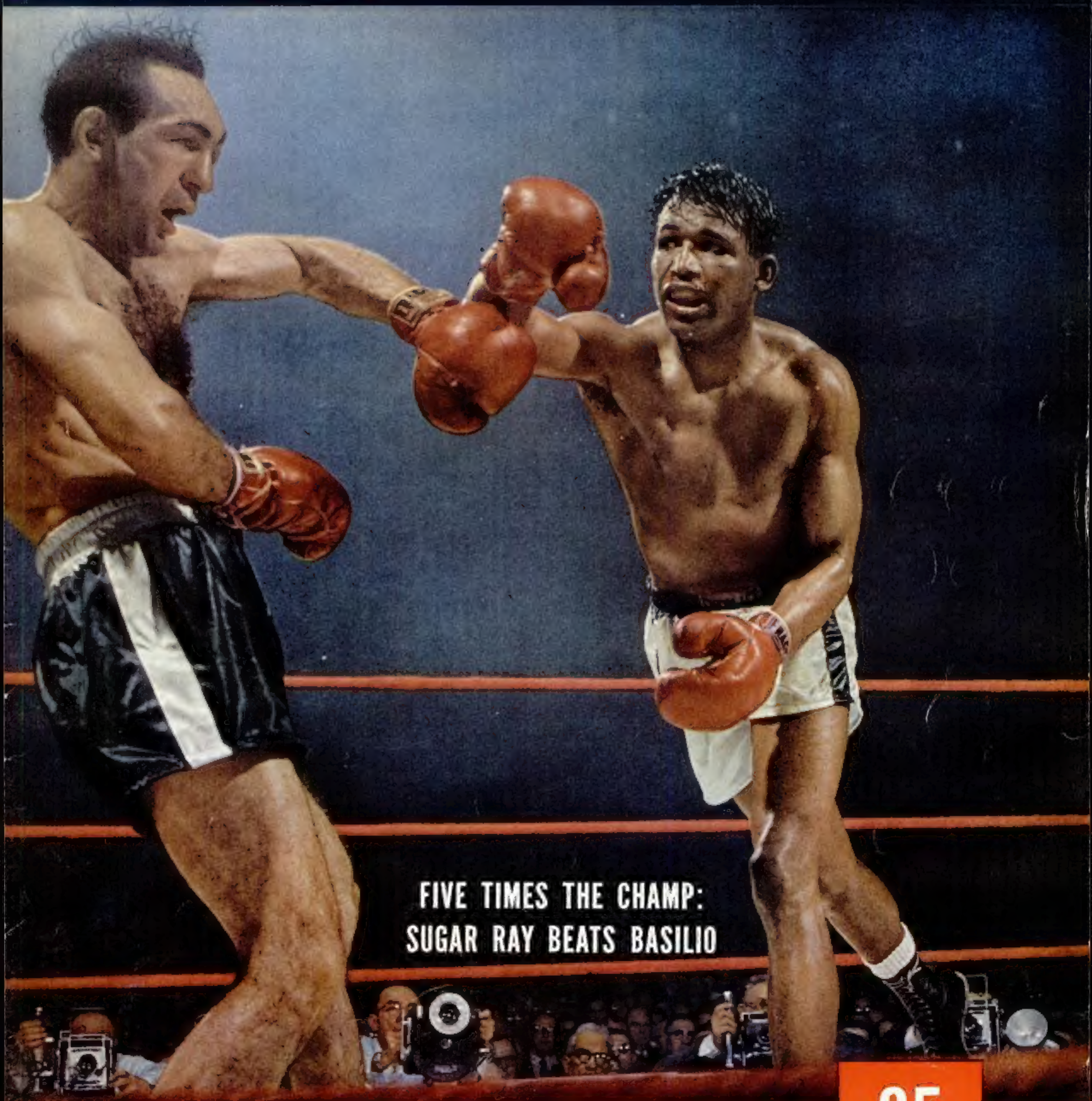


LIFE

CRISIS IN EDUCATION PART III
HOW U.S. WASTES ITS GIFTED CHILDREN
ABBY AND ANN, TWIN LOVELORN QUEENS

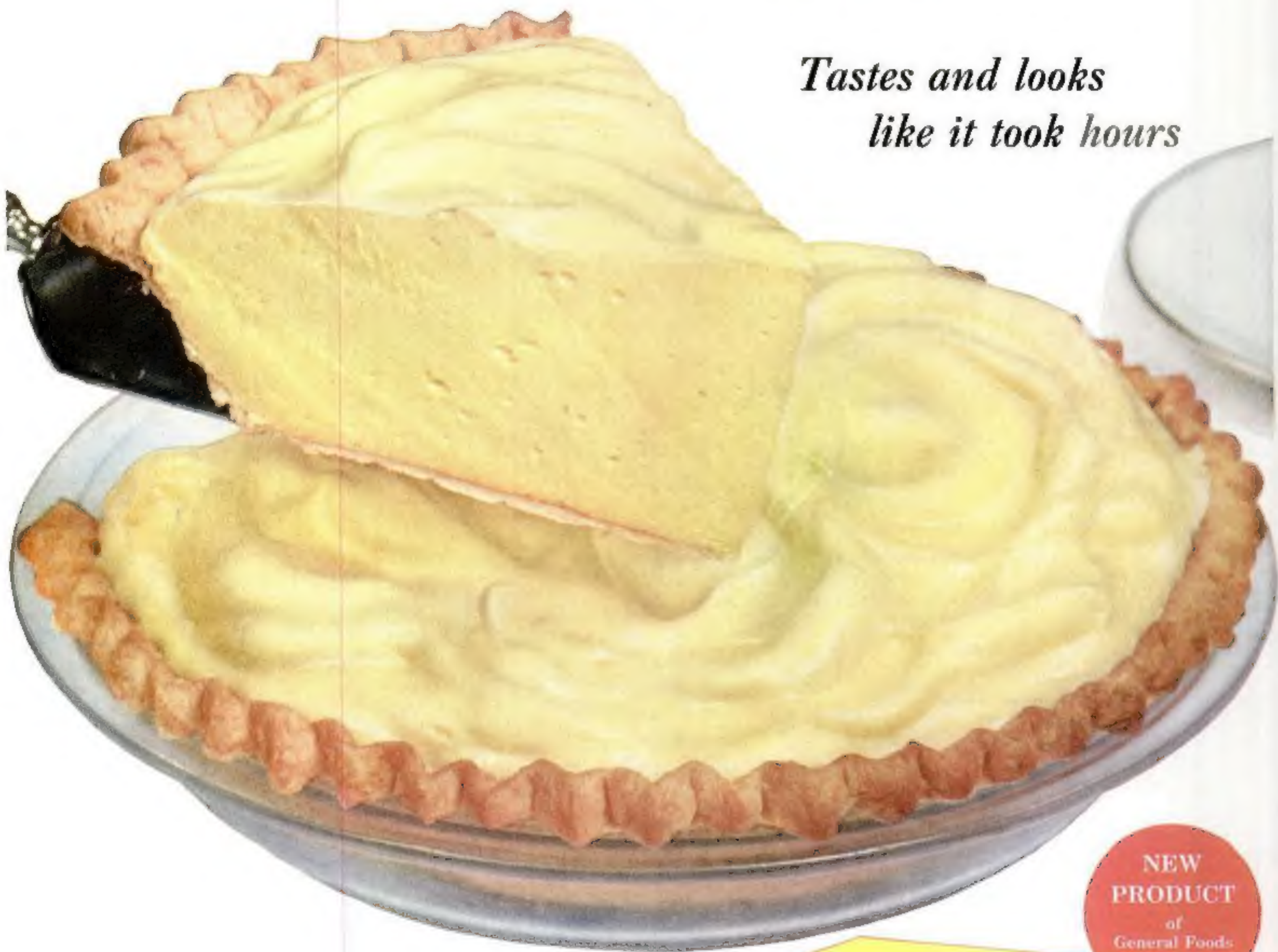


FIVE TIMES THE CHAMP:
SUGAR RAY BEATS BASILIO

APRIL 7, 1958 **25** CENTS

New! Chiffon Pie in 4 minutes!

*Tastes and looks
like it took hours*



NEW
PRODUCT
of
General Foods

NO COOKING! BEGINNERS CAN MAKE IT! All you do is add water and sugar to new Jell-O Chiffon Pie Filling. And beat.

IN MINUTES you're piling a 9-inch pie shell high and proud with the lightest, most delicious chiffon filling ever.

YOU CAN'T FAIL. Thousands of tests in the General Foods Kitchens prove you can't make a mistake if you try—we guarantee it.

COSTS SO VERY LITTLE. This is the kind of filling that used to take a lot of time and money. Now it's yours in minutes—and for pennies. At your grocer's in two wonderful flavors—lemon and strawberry. Try both!



Try STRAWBERRY too!

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Where there's a Man... there's a Marlboro



The cigarette designed for men that women like.



The man who knows tobacco knows that a long, white smooth ash—the kind Marlboro has—is always a sign of good tobacco and a mild smoke.



The man who knows filters knows that cellulose acetate is the modern effective filter material for cigarettes. And this photo of a "filter flower" shows the pure white cellulose acetate that goes into just one Marlboro exclusive Selectrate Filter. Its finely spun filaments smooth out the smoke and round out the taste.

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Marlboro

YOU GET A LOT TO LIKE—FILTER • FLAVOR • FLIP-TOP BOX



*Sturdiest box of all—
with the exclusive self-starter*



RICKOVER (LEFT), KILLIAN AND TUVE AT SCHOOL MEETING

LIFE and the experts with similar thoughts

As LIFE in this week's issue presents the third installment of its series on the Crisis in Education ("The Waste of Fine Minds," pp. 89-97), a rising chorus of opinions from thoughtful citizens has confirmed the urgency, validity and indeed the form of the series. The weaknesses that are being criticized match almost point for point the ones which LIFE has singled out for special attention. In Washington, D.C. last week three distinguished Americans rose to specify what they think is wrong with the schools: the President's science adviser, Dr. James Killian; Dr. Merle Tuve, a director of the Carnegie Institution; and the Navy's nuclear expert, Admiral Hyman Rickover. The main points they made in their speeches were these:

We must raise the low standards of our secondary schools and eliminate their "trivial" courses.

We must shore up the sagging quality of our science teaching, cut down on the teacher's extra jobs, give him time to become a professional scholar again.

We must provide both opportunity and incentive for our gifted children. There must be an unremitting search for talent and intellectual giftedness.

We must not slam the door in the faces of qualified people who want to teach, merely because they have not taken superfluous courses in teacher education.

We must fight the pose that it is smart to be anti-intellectual and cultivate in our education a taste for what is excellent in intellect and spirit.

LIFE's series has already exposed, in Part I, the low standards in secondary schools. Part II showed the plight of the teacher, and an editorial told how Deweyism and the teachers' colleges got a stranglehold on U.S. education. Part III in this issue describes the woeful failure of the schools to give a million gifted American children the education they need. Part IV, in next week's issue, will show what is being done to improve the schools, particularly in science and math.

COVER

Charging at Carmen Basilio's bleeding eye, Sugar Ray Robinson, 37, again nails the world middleweight boxing championship (see pp. 30-32)

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LIFE, APRIL 7, 1958
LIFE IS PUBLISHED WEEKLY BY TIME INC., 50 N. MICHIGAN AVE., CHICAGO 10, ILL. PRINTED IN U. S. A. ENTERED AS SECOND-CLASS MATTER NOVEMBER 16, 1933 AT THE POSTOFFICE AT CHICAGO, ILL. UNDER THE ACT OF MARCH 3, 1879. AUTHORIZED BY POSTOFFICE DEPARTMENT, OTTAWA, CANADA, AS SECOND CLASS MATTER. SUBSCRIPTIONS \$17.50 A YEAR IN U. S. A. \$25.00 IN CANADA.

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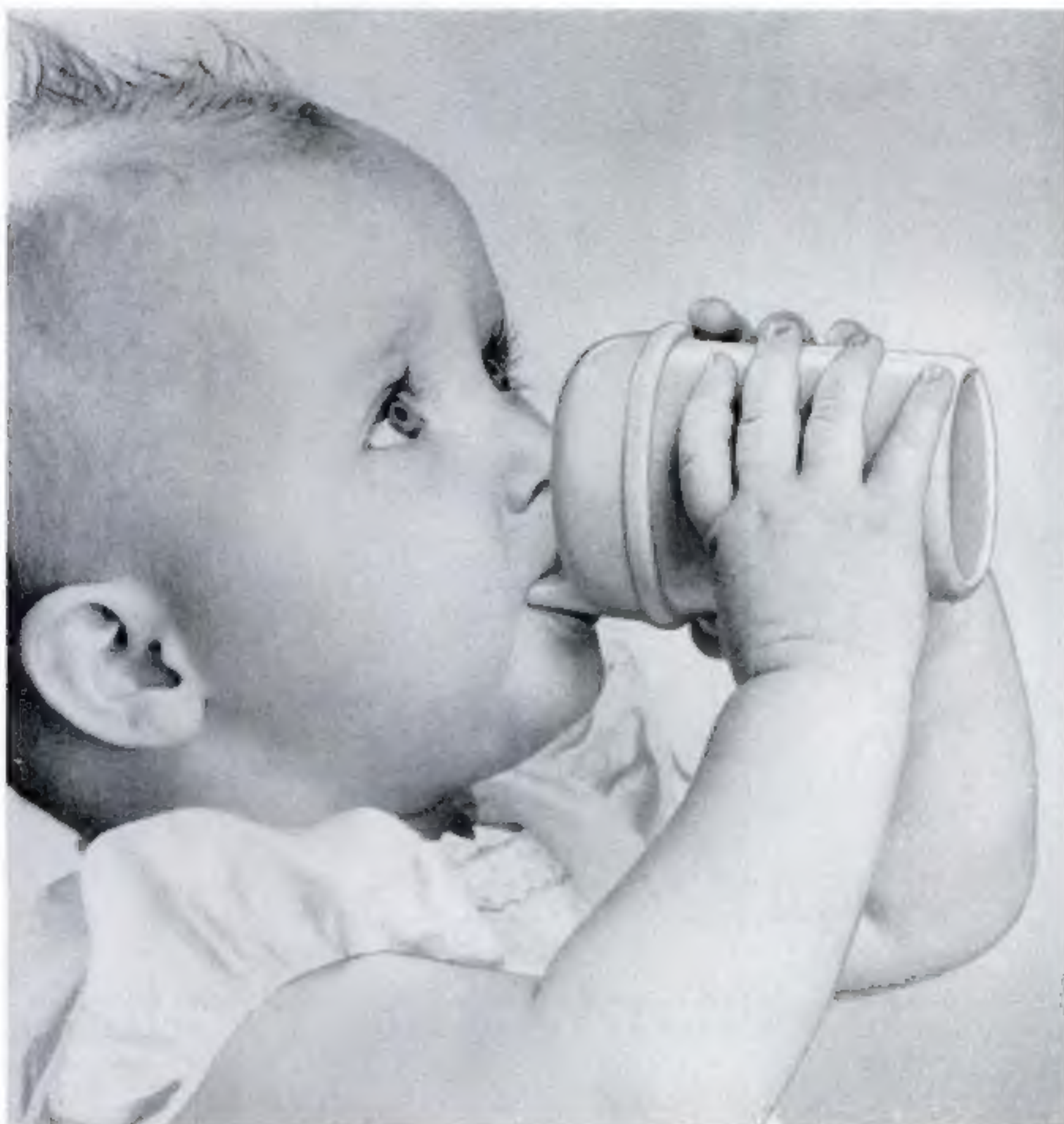
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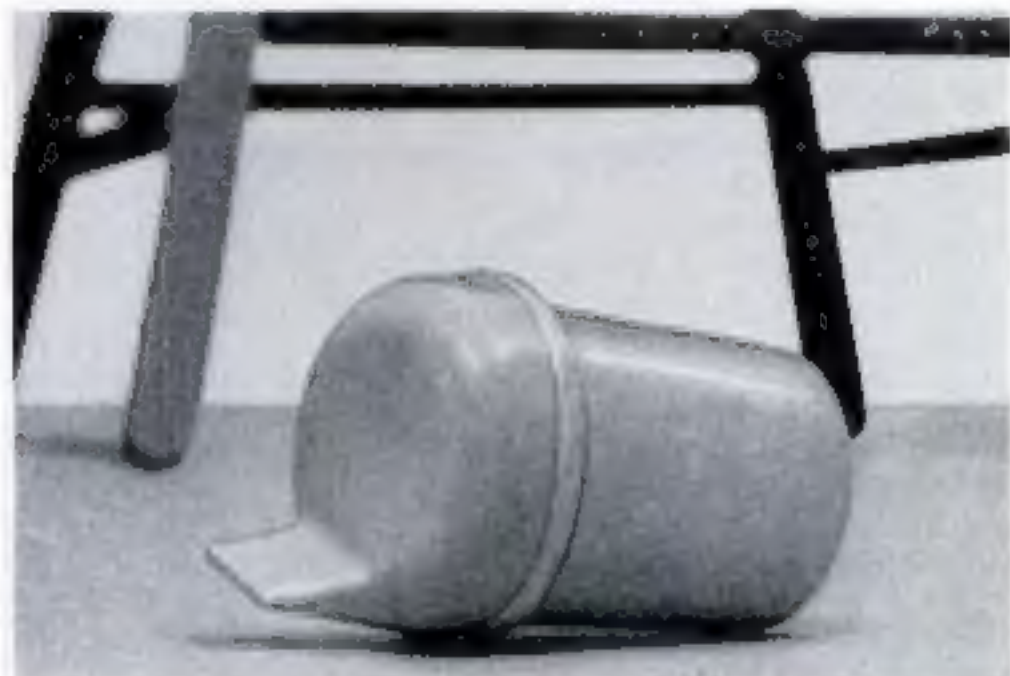


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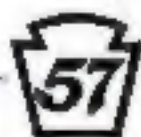


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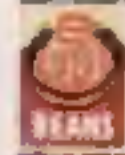


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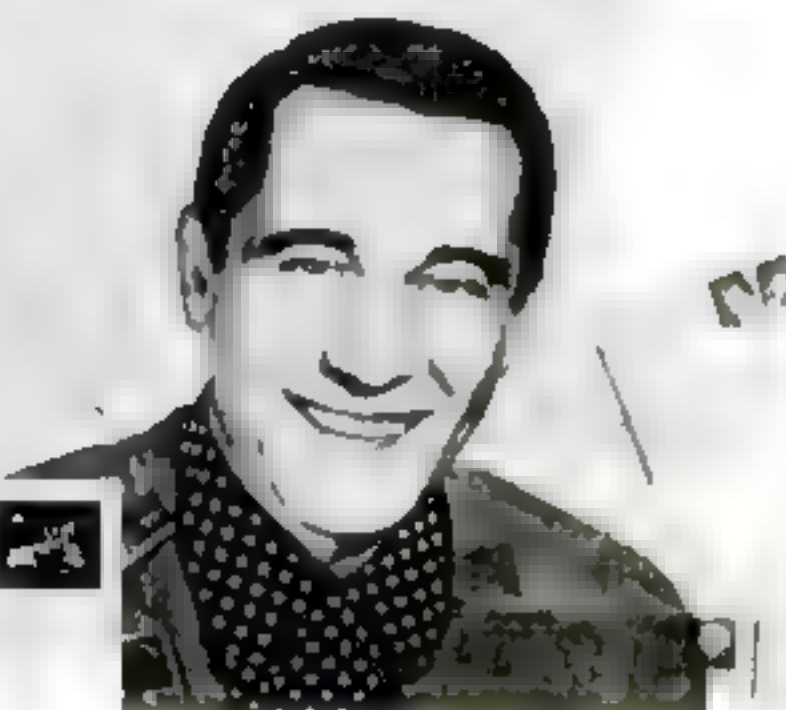
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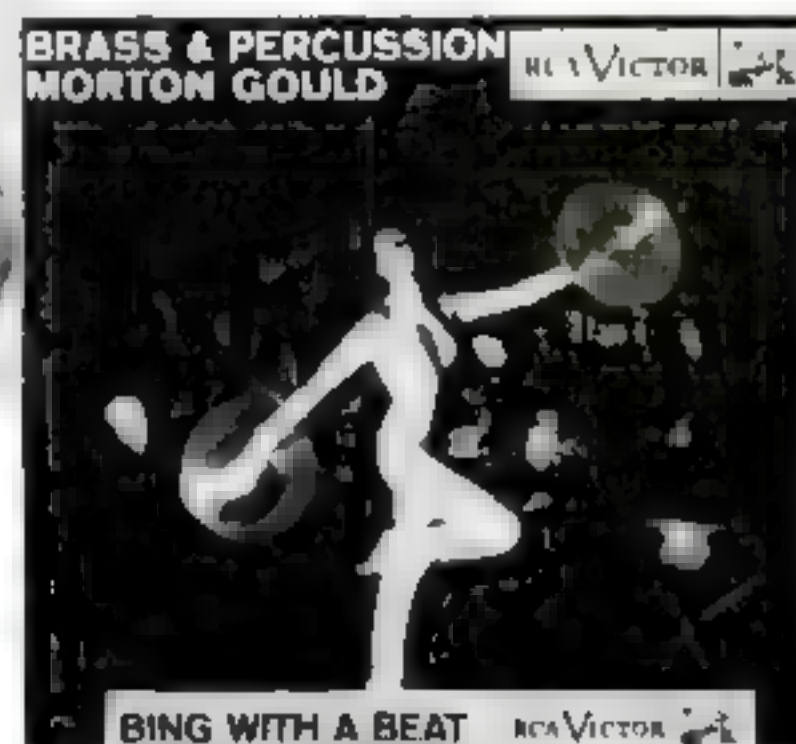
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☐ LET'S DANCE WITH THE THREE SUNS Forty show tunes, standards in "society" dance medleys.

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☐ THE FAMILY ALL TOGETHER Fiedler, Boston Pops, light classics: Ravel's Bolero, Clair de Lune, etc.

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☐ PETER PAN Original Broadway, TV cast and score. Mary Martin, Cyril Ritchard, etc.

☐ BOUQUET OF BLUES Dinah Shore torch songs: Blues in the Night, St. Louis Blues, 10 others.

☐ SWEET SEVENTEEN Ames Brothers sing 12 standards: Little White Lies, I Don't Know What For Sentimental Reasons, etc.

☐ THE HEART OF HAVANA Authentic Cuban cha-cha-chas by Orquesta Aragon. Ideal dance rhythms, native color.

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☐ THINKING OF YOU Eddie Fisher's top 12 all-time hits: Oh! My Pa-Pa, Wish You Were Here, etc.

☐ MOONGLOW Artie Shaw, 12 all-time hits from '38 to '43: Begin the Beguine, Friendless, Star Dust, Nightmare, etc.

☐ INSPIRATIONAL SONGS George Beverly Shea sings It Is No Secret, In the Garden, He, many others.

☐ ALL-TIME FAVORITES Eddy Arnold's folk stylings of Moonlight and Roses, Prisoner's Song, Missouri Waltz, etc.

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A timely report on an economical way to get a dream kitchen.

Milkman Tells All

Excitement in Elgin, Ill.

EXCITEMENT and plenty of it descended recently on the usually quiet, midwestern town of Elgin, Illinois. The cause of it all was one Frank Shelley, a milkman for the Modern Dairy Company. Mr. Shelley, who visits many of Elgin's homes on his route, created something of a sensation when he began talking about things he had seen. But far from being ostracized, Shelley became the village hero.

What was the exciting secret he revealed? Mr. Shelley showed his customers, the James Whitmires, and other townfolks, how he, on a modest budget, was able to provide his family with a dream kitchen featuring the *built-in look*.

How did he do it? Well, the way was provided by a major appliance manufacturer, Admiral Corporation. Admiral makes it possible to give your present kitchen the *built-in look* without expensive remodeling cost.

Admiral appliances for 1958 are "Slimline Styled". The lines are clean, straight. Admiral Refrigerator-Freezers, Ranges, and Dishwashers do not jut out into the kitchen because they fit flush to the wall and are counter-depth.

So, to achieve the *built-in look*, Shelley merely slid the Admiral appliances under and next to cabinets. There was no need for expensive remodeling. He saved hundreds of dollars.

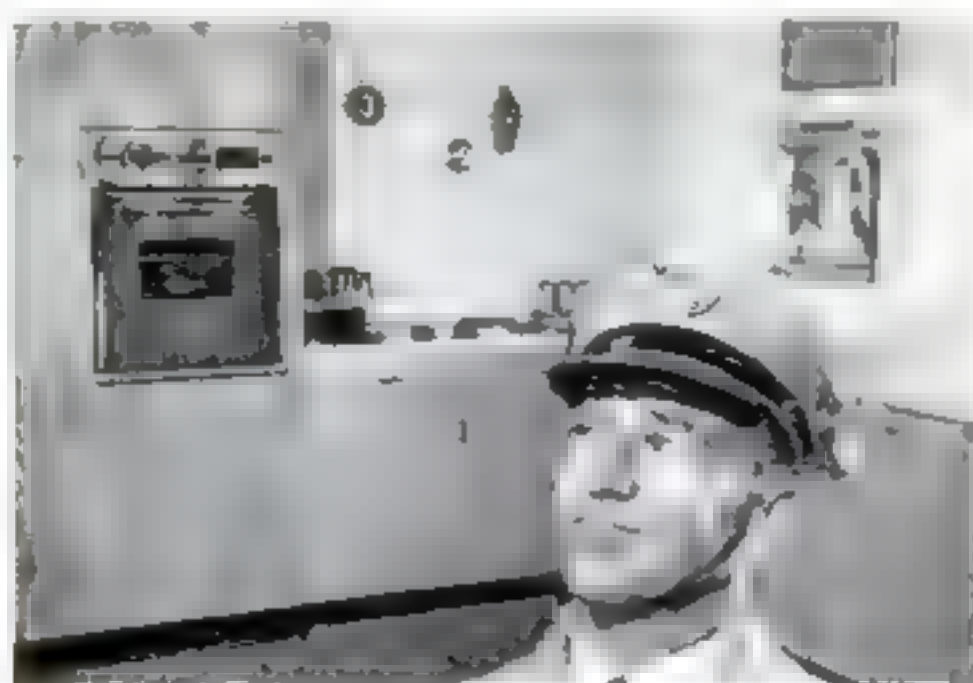
Your dealer has colorful, informative folders and specifications on the new 1958 Admiral Slimline Appliances. They show how to give your kitchen the smart new *built-in look* economically. Get this valuable literature *free* at your Admiral dealer.



Milkman gets his reward. Frank Shelley, of the Modern Dairy Co., Elgin, Ill., gets loving kiss from his wife. He is good at his job. His customers' kitchen once it is furnished it with Admiral appliances.



The Battling Whitmires. New bride on S. says she wanted a kitchen with "Built-ins". Hubby said they couldn't afford it. Shelley showed them what he had done on a milkman's income.



Custom-Built Builders sell their houses. The kitchen has a Built-In Range, Oven and TV. Compare this custom built kitchen with the Shelley's kitchen.



A helping hand. Basement gets spruced up. New Dehumidifier removes moisture from air, makes basement more livable. Notice same clean, crisp lines as with other Admiral Slimline appliances.



Dream kitchen. The Wheatmires were pleased to learn they could afford a dream kitchen like the Sheltays. Though all the Admiral appliances look built-in, they are standard models available at your dealer. Sheltay has no extra remodeling expenses. Spend nothing extra above the cost of the appliances.



Ice Cream! Thanks, Mom! While yesterday's freezer sat in basements, today's modern Admiral enhances kitchen beauty. Chest freezers with built-in look also available.



Hot neighbor. Heat bothers lady next door. But thanks to window air conditioner, Mrs. Sheltay is comfortable. Note Admiral's compactness. Lets in more light. Fits flush with standard window sash.



Bowling night. Admiral Dishwasher gives more time for fun. Washes, rinses, and dries dishes automatically. Dishwasher has the built-in look that hugs the wall.



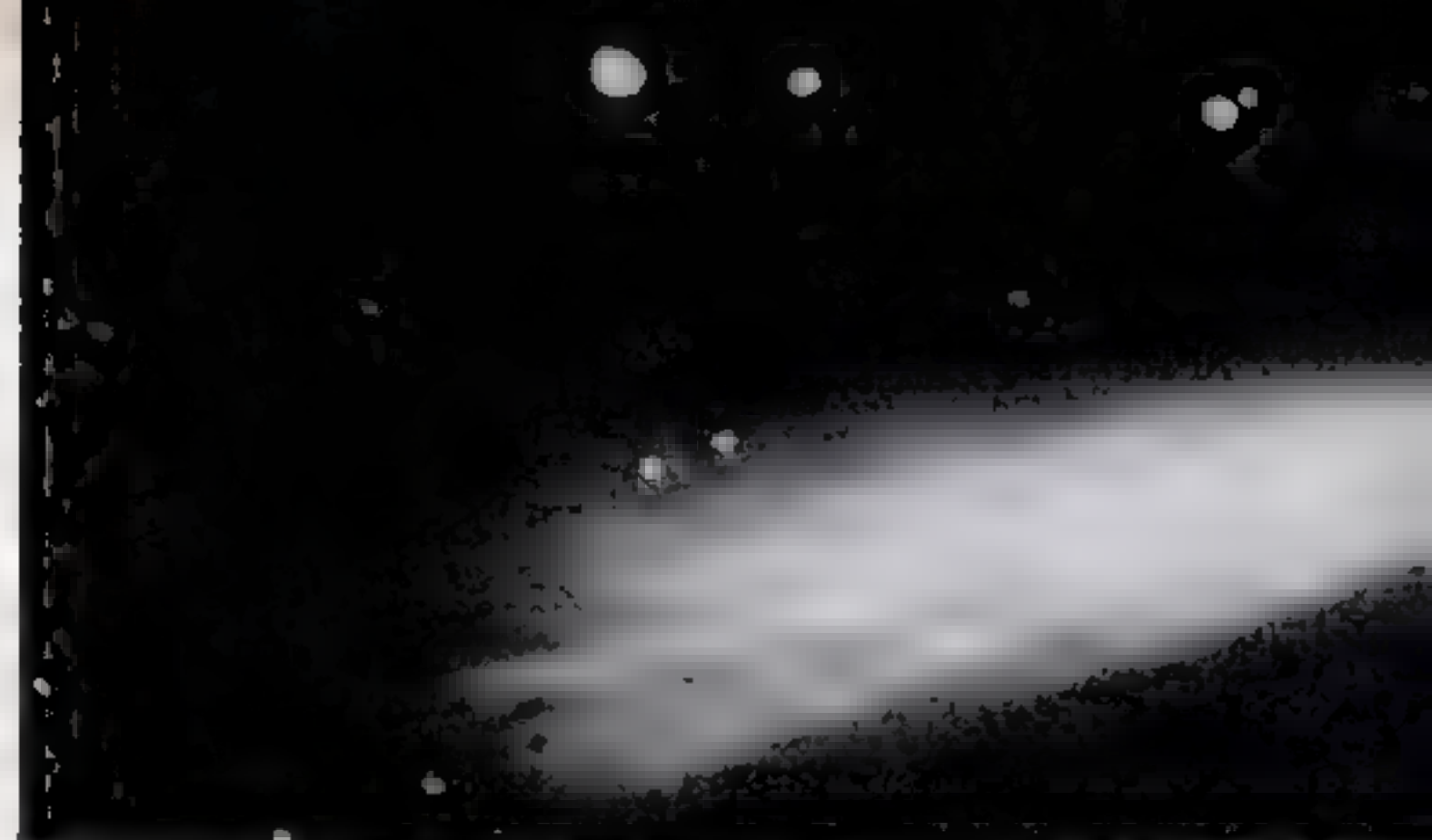
What's Cooking? The children are always looking for food. Giant picture window lets you see into oven without opening door. Completely automatic Admiral Electric Range looks great, cooks great, is fun to operate.



Proud possession. Foods don't dry out with Admiral Dual-Temp Refrigerator. Magic Ray feature prevents foods from trading flavors. Another blessing for busy homemakers: no defrosting ever. Refrigerator fits flush to the wall.

SPEAKING OF PICTURES

Onlookers Lost in the Stars



MOREHOUSE'S COMET, FAMOUS FOR BRILLIANT APPEARANCE OF ITS TAIL, IS A



VIEWING SKIES, GIRL (ABOVE) SNAPS HEAD BACK, STILL CLUTCHING CANDY BAG, AS OTHERS (BELOW) TRY VIEW SIDEWAYS, UPSIDE DOWN, EVERY WHICH WAY





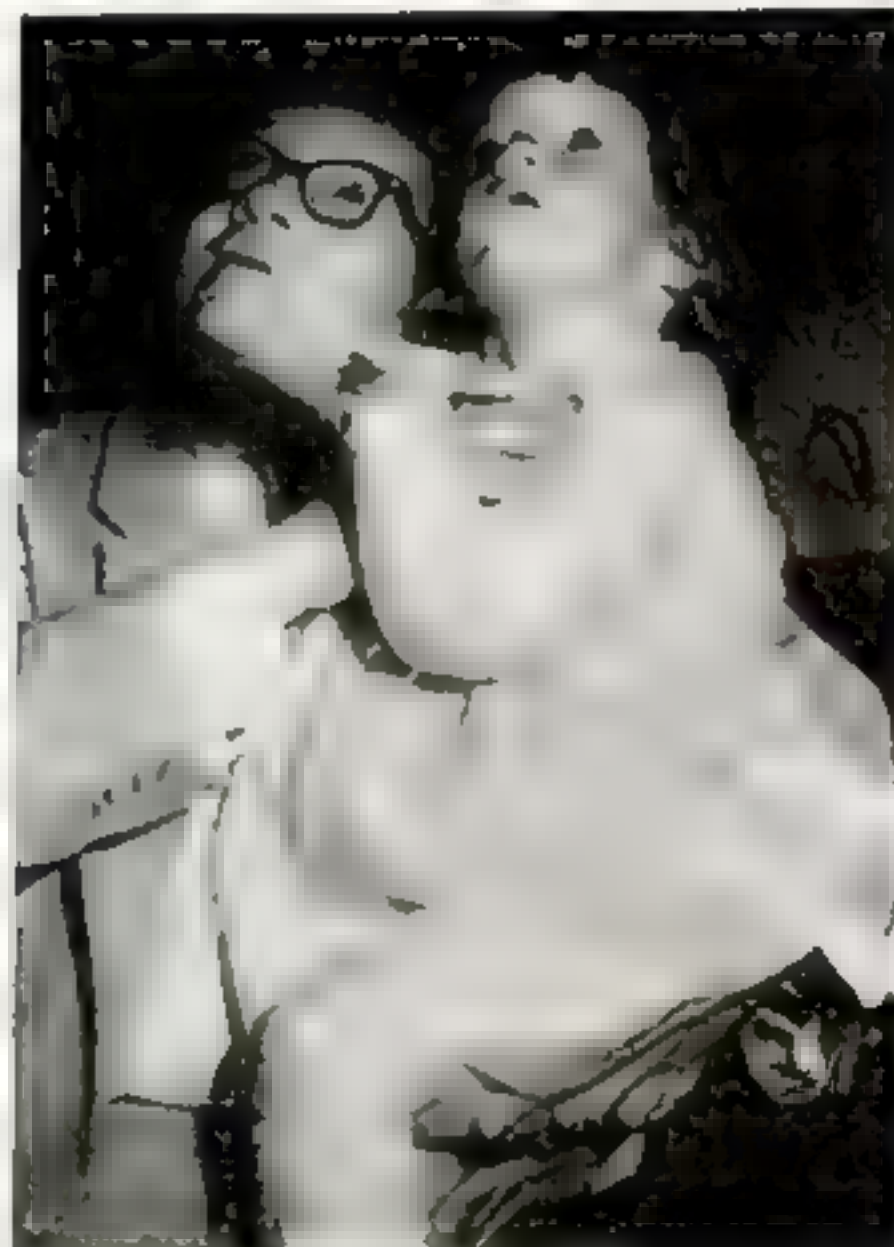
PRIME EXHIBIT AT PLANETARIUM WHERE COMETS ARE PROJECTED ON DOME

SQUIRMERS GET HEAVENLY VIEW

As the heavenly objects swept from horizon to horizon, the spectators twisted, sprawled and wrenched themselves around to follow the celestial courses. They were only watching simulated stars shining on the domed ceiling of the Hayden Planetarium in New York City and glowing bodies, like the comet at left, cut dizzy paths across a man-made universe. But to the spectators, these were exciting wonders. As they gaped at the show, Photographer Myles Adler was having a field day in the dark auditorium. Working quietly with infrared flash bulbs, whose light is invisible to human eyes, he shot these pictures of people so rapturously lost in the stars that they were willing to risk the mundane pain of stiff necks.



FALLING BACKWARD, A SPECTATOR (ABOVE) STILL MANAGES TO MAINTAIN HIS GRIP WHILE (BELOW) THE SMALL GIRL GETS LIFTED RIGHT OUT OF HER SEAT



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8" Skillet with Cover Reg. \$8.75. Special Price \$6.56	6 Pc. Starter Set Reg. \$20.95. Special Price \$15.71
4½ Qt. Saucepot with Cover Reg. \$10.95. Special Price \$8.21	12" x 18" Cookie Sheet Reg. \$2.95. Special Price \$2.21
3 Qt. Colander Reg. \$5.95—Special Price \$4.46	

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YOUR WOMAN'S INTUITION guides you through today's maze of tags. When a tag says "Sanforized" for example, don't you somehow feel *good* about the garment, feel you're getting real *value* from the maker? He not only promises you a cotton that won't shrink out of fit . . . he cares about your comfort and satisfaction, too. So always follow your Woman's Intuition. Insist on seeing the "Sanforized" trademark on the tag.



THERE IS A DIFFERENCE—Samples of every "Sanforized" fabric must pass this rugged shrinkage test—boiled, washed for an hour . . . checked by the "Sanforized" inspector.

LETTERS TO THE EDITORS

HOUSE OF FLYING OBJECTS

Sirs:

Either a "slick little trixter" dwells at 1648 Redwood Path in the town of Seaford, I.I. or our scientists are bypassing a power which, if consciously controlled, might be developed to greatly aid, let's say, the wrecking business ("House of Flying Objects," LIFE, March 17). I can't help feeling James Jr. is bored at school.

F. BRILL

Cambridge, Ohio

Sirs:

We here at Lily Dale Spiritual Assembly, with 80 years of psychic history, have to smile at the childish way you cover "The House of Flying Objects."

It is quite obvious that one of the Herrmann family has the gift of mediumship radiation, allowing some low I.Q. disembodied entity or poltergeist to generate some material strength.

EDWARD BODIN

Lily Dale, N.Y.

Sirs:

We have enough trouble with Communism and combating its evils without a publication like yours giving space to people who believe in the supernatural.

ARTHUR GUY MATHEWS

Little Neck, N.Y.

Sirs:

A delightful straight-faced story of oldtime legerdemain, with only a hint as to who had la main leger. Lieutenant Tuzzi is the Respectable Citizen from the Audience, on stage to Examine the Ropes. He also makes sure no laws are broken, including the law of gravity.

PAUL W. KNISKERN, M.D.

Grand Rapids, Mich.

Sirs:

Has anything new happened to the Herrmanns since the March 17 issue?

MARILYN JERYIAN

Hollywood, Calif.

● Nothing. —ED.

Sirs:

You state that there has been no case of poltergeistism authenticated. About 60 years ago, in Nova Scotia, a similar case to this Seaford one was investigated and the verdict was that it was a psychic force working through adolescent children.

CHARLES NICKUM

Los Angeles, Calif.

● On Sept. 4, 1878 strange things started to happen to Esther Cox of Amherst, Nova Scotia. First a box flew into the air. Then her legs and arms swelled to enormous size. Four loud reports were heard and the limbs shrank back to normal. Her bedclothes and pillow flew off the bed, lighted mantraps fell from the ceiling. When she was finally struck on the head

by a flying beefsteak bone, Esther left home. A psychic researcher investigating the case concluded the phenomena were the product of Esther's dual personality, not of a poltergeist.—ED.

SUGARTIME'S SINGING SISTERS

Sirs:

The space devoted to group vocalists was like a red flag in front of a bull ("Sugartime's Singing Sisters," LIFE, March 17). It's infuriating enough to hear nothing on the radio but these hyena-lunged soloists and groups howling dreary twaddle, let alone to allow this drivel to appear on TV.

Such cacophony has degenerated teen-age dancing to the level of a Hottentot sack race. All the dancers need are bones through their noses.

STU BROOKS

Franklin Lakes, N.J.

Sirs:

Thanks for a great article.

LEE PENBERTON
President

McGuire Sisters Fan Club #156
Richmond, Va.

Sirs:

Noticed that Dorothy McGuire was wearing a saxophone neck strap. Does she really play the sax?

MARJORIE ROWE

Bayside, N.Y.



THE MCGUIRE SISTERS ON INSTRUMENTS

● Dorothy plays the tenor sax, Chris the piano, Phyllis the glockenspiel.—ED.

Sirs:

Except for Arthur Godfrey, who, you said, "did a monumental meddling job in Dorothy's romantic life," all three McGuires might still be singing for "cake and ice cream at weddings."

WESLEY F. PRATZNER

Boston, Mass.

Sirs:

Are all the girls married?

BARBARA L. RYTULA

Rochester, N.Y.

● Phyllis is divorced from Neal Van Ellis, radio and television announcer; Dorothy is divorced from U.S. Army Sgt. John Henry Brown; and Chris is married to her second husband, John Teeter.—ED.

FUROR IN ITALY

Sirs:

So the Pope was "outraged" when the Italian court sentenced his bishop to pay damages to the Bellandi couple for allowing his priest to publicly brand their civil marriage as a "scandalous concubinage" ("Furor in Italy over Church, State Roles," LIFE, March 17)? What would the Vatican do with the many thousands of civil marriages in America if it had dominant political power? At heart the papacy has not deviated from the medieval conviction that the Church is supreme over the state.

ROY WALLACE THOMAS

Denver, Colo.

Sirs:

This should make Catholics, who often complain of prejudice against them, stop and think. Perhaps their views would be more tolerantly received if they were fairer to others.

MARY GOLDEN

Manhattan Beach, Calif.

Sirs:

Death to Communism and these marriage ministers who uphold the more Christian marriage.

MRS. CHESTER COREY

Chateau, Mont.

MISCELLANY

Sirs:

Today is my day for coincidence. The picture of the baby and parakeet ("No Way to See the Birdie," LIFE, March 17) intrigued me because the same mail brought me this photo of our granddaughter, Laurie Dee Denenburg of Cleveland, and her bird chirp.

MRS. J. WEISS

Philadelphia, Pa.

EDITORIAL

Sirs:

The editorial "Outer Space: How to Behave There" (LIFE, March 17) contained the following statement: "The problem cannot be dumped on the U.N., to become just another cold war wrangle."

Support of the idea to create international organizations outside the U.N. can only weaken the general status of the U.N. The U.N. should be expanded to act and not contracted each time a situation arises.

JOHN M. CROTON

Clinton, N.Y.

CLOSE-UP

Sirs:

Thank you for your article about Dr. Thomas A. Dooley ("Do-It Yourself Samaritan," LIFE, March 17). Ever since reading his book, *Deliver Us from Evil*, I have admired his patriotism and his genius for getting things done and have wondered when the world would be told about his undertakings.

Such a man makes us proud to be American.

PHILOMENA M. BOALY

Buffalo, N.Y.

Sirs:

An excellent presentation of Dr. Dooley. Awfully bored of reading about saints who sometimes act like persons, refreshing to read of a person who sometimes acts like a saint.

ROBERT G. McEWEN, L.S.M.

Great Lakes, Ill.

GREAT TROPIC GARDEN

Sirs:

As an original subscriber, I congratulate LIFE for its beautiful photos of "Great Tropic Garden" (LIFE, March 17).

CONOVER E. WILLIS

Millburn, N.J.

Sirs:

On page 88 the caption "Taro" is not under a picture of taro.

J. F. McLENDON

Philadelphia, Pa.

● LIFE incorrectly identified an epipremnum (a relative of the philodendron) as taro.—ED.

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LIFE

Vol. 44, No. 14 Apr. 7, 1958

IN FIRST PHOTOGRAPH OF VANGUARD THIRD-STAGE ROCKET IN ORBIT, MADE IN NEW MEXICO BY SUPER-SCHMIDT METEOR CAMERA OPERATED BY HARVARD.

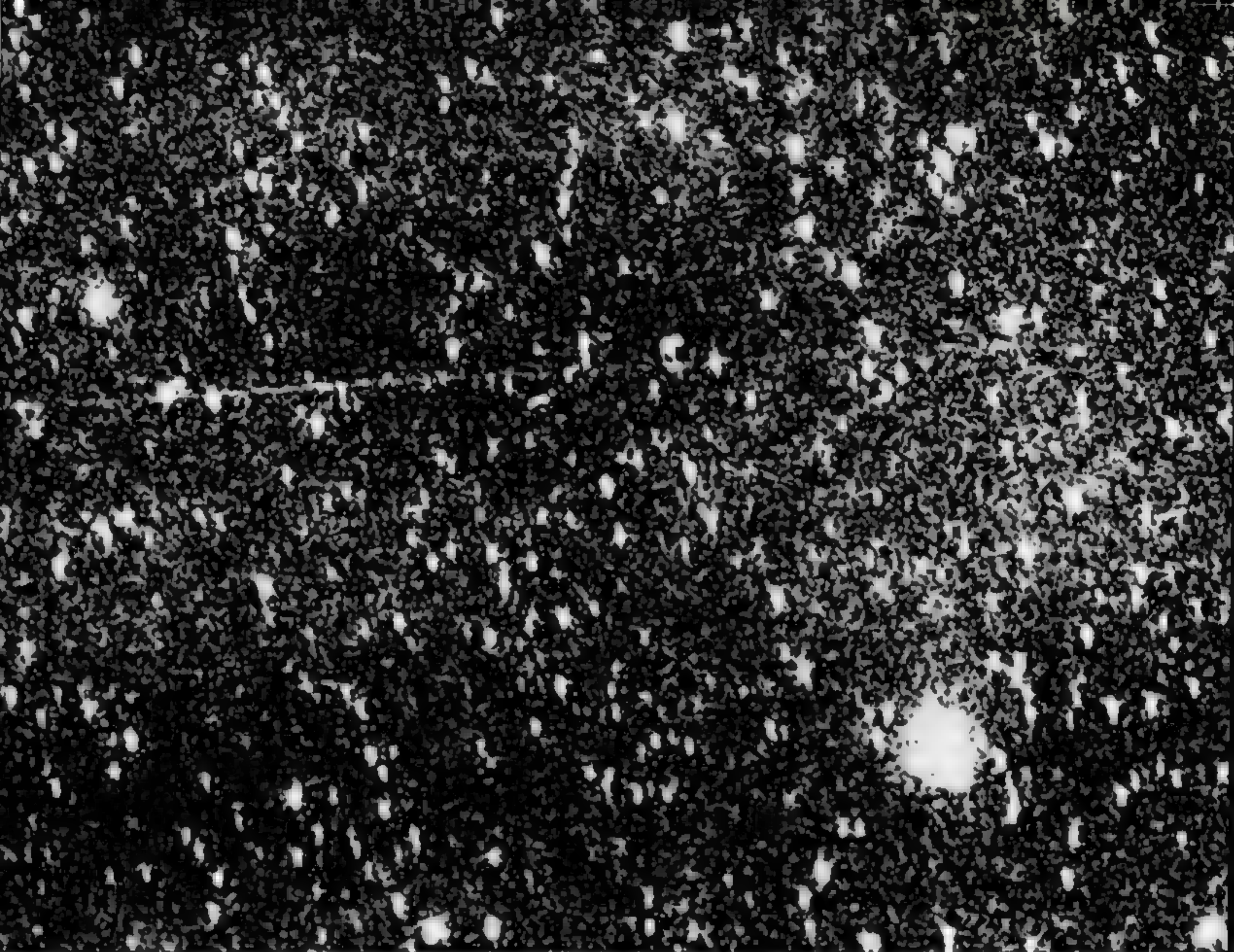
LIFT-OFF INTO ORBIT FOR THE U.S.



AIR AGE ARCHITECT, Hugh Dryden, NACA's director, stands before picture of Wright Brothers' flight. NACA is expected to run U.S. space research agency.



PENTAGON'S SPACE BOSS Roy Johnson (right) discusses nuclear space projects with the Department of Defense guided missiles expert, William Healey



SATELLITE MAKES STREAK FROM WEST (RIGHT TO LEFT) AGAINST BACKGROUND OF BOÖTES CONSTELLATION. LARGEST STARS ARE NEKKAR (LEFT) AND Seginus

SPACE PROGRAM

The U.S. efforts to explore outer space last week took on a newly brisk and businesslike air. In the star-specked picture above the nation got its first look at the Vanguard's orbiting rocket as it made a shimmering trail through the heavens. At Cape Canaveral, Fla. a fume-trailing Jupiter C blast-off hurled a second Explorer satellite into orbit, this one carrying a miniature tape recorder to store scientific data from every part of its path around earth. For the first time, three instrument-laden American satellites were in the sky, while only one of Russia's two Sputniks was still aloft.

The same day, President Eisenhower released a significant primer on space exploration (pp. 22, 23). Prepared by Science Advisor James R. Killian Jr. and his committee, it was in effect a policy statement outlining official U.S. space goals. A day later the White House started turning this policy into action by announcing that the U.S. was preparing to fire rockets to the moon. As part of this project, the Department of Defense's advanced research boss Roy Johnson gave the Air Force a go-ahead for three moon shots. These would be attempted with a combination rocket using part of the Vanguard mounted atop the IRBM Thor. He also told the Army to beef up its IRBM Jupiter for one or two tries.

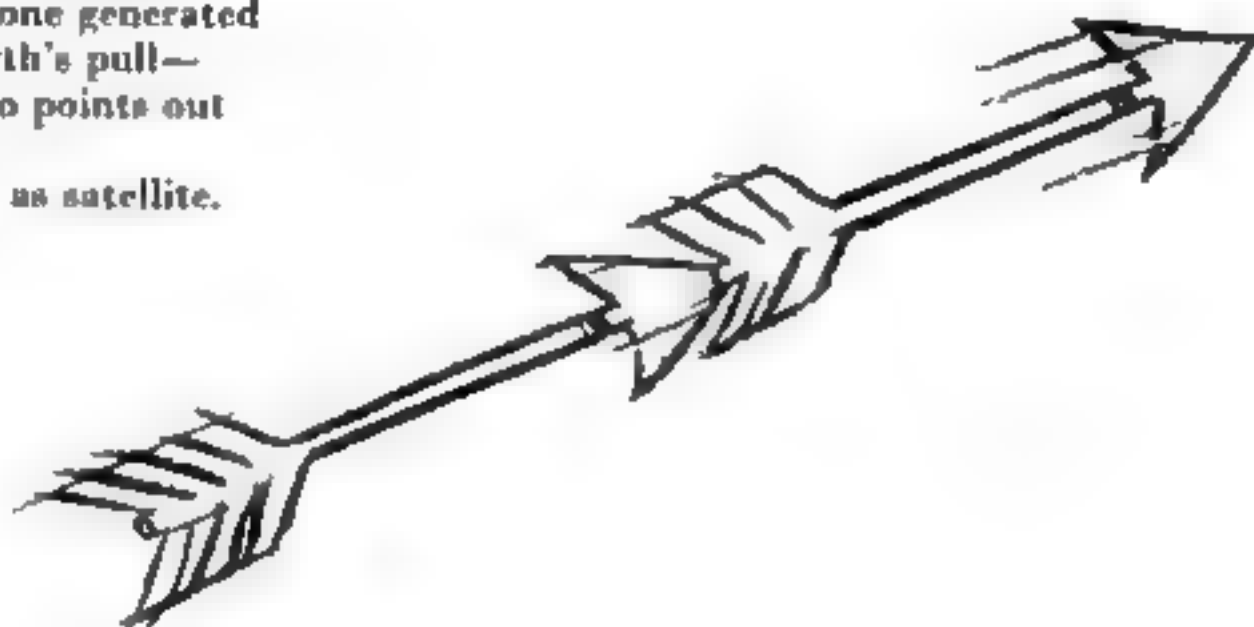
Behind the scenes at the White House a step of enormous long-range importance was finally taken. For some time various plans for an official U.S. space research agency had been undergoing study. Last week the President decided to recommend a civilian body, the National Advisory Committee for Aeronautics, which for 43 years has been more responsible than any other body for U.S. progress in aviation (pp. 24, 25).

RIISING SLOWLY, JUPITER C LIFTS OFF PAD TO LAUNCH THIRD U.S. MOON—>





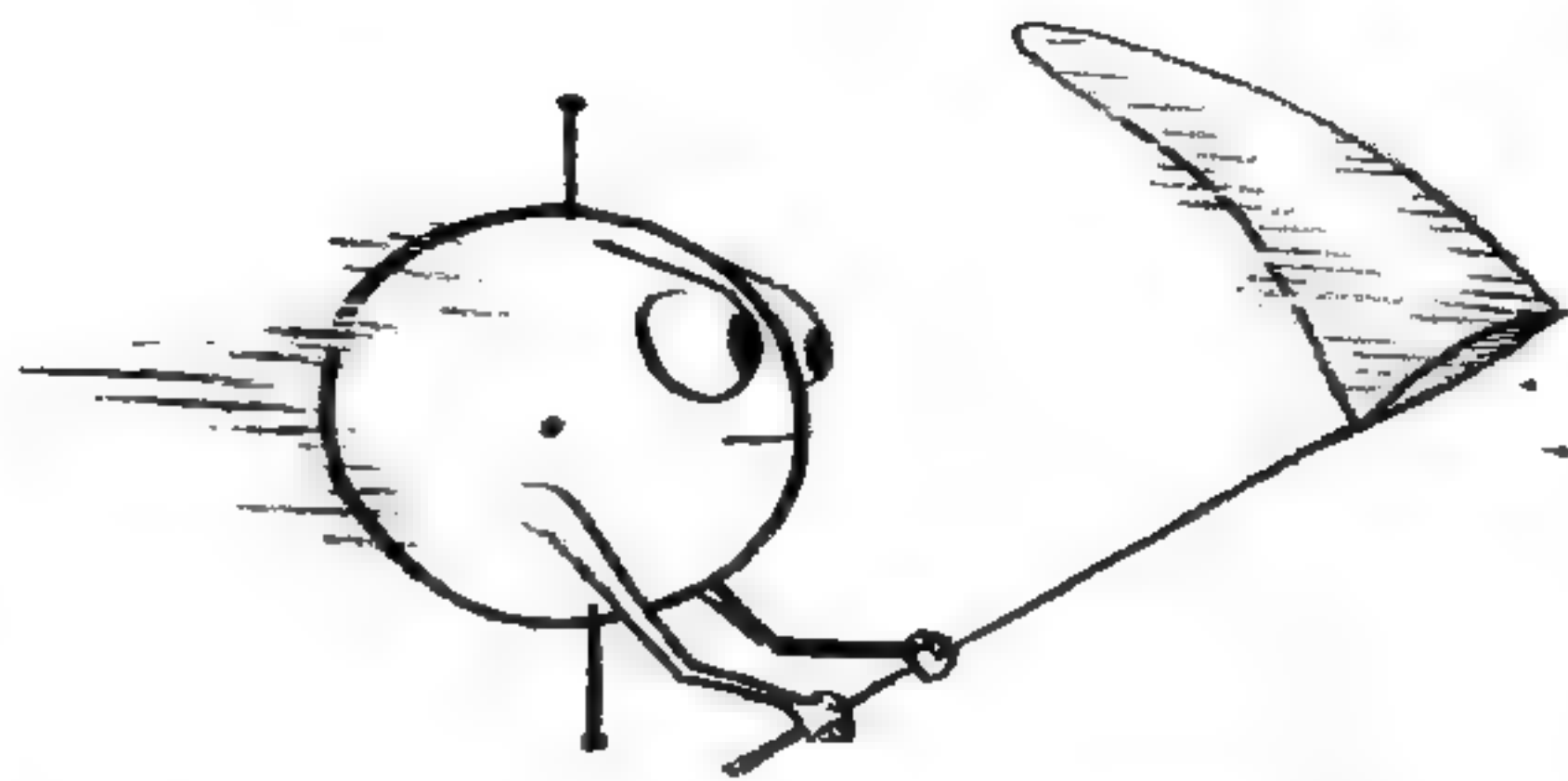
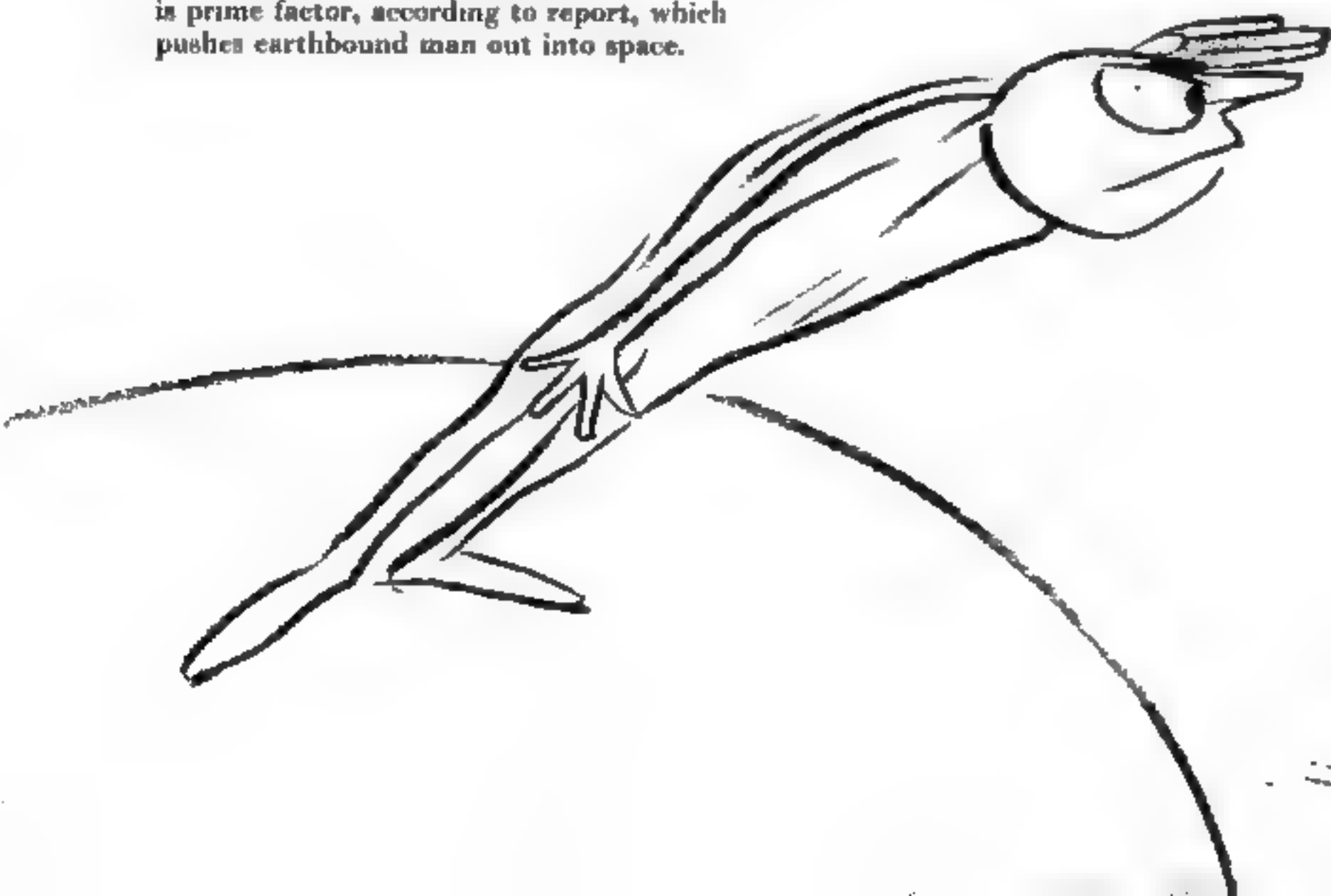
HOW SATELLITE STAYS UP through balance of opposing forces—one generated by its own speed, one by earth's pull—is explained in primer. It also points out that with no air resistance, a feather would orbit as fast as satellite.



MANY-STAGE ROCKETS are best way at present to attain the push necessary to put a satellite into orbit. As one stage burns out and drops off, its final velocity becomes the starting velocity for the next stage.



URGE TO EXPLORE the unknown is prime factor, according to report, which pushes earthbound man out into space.



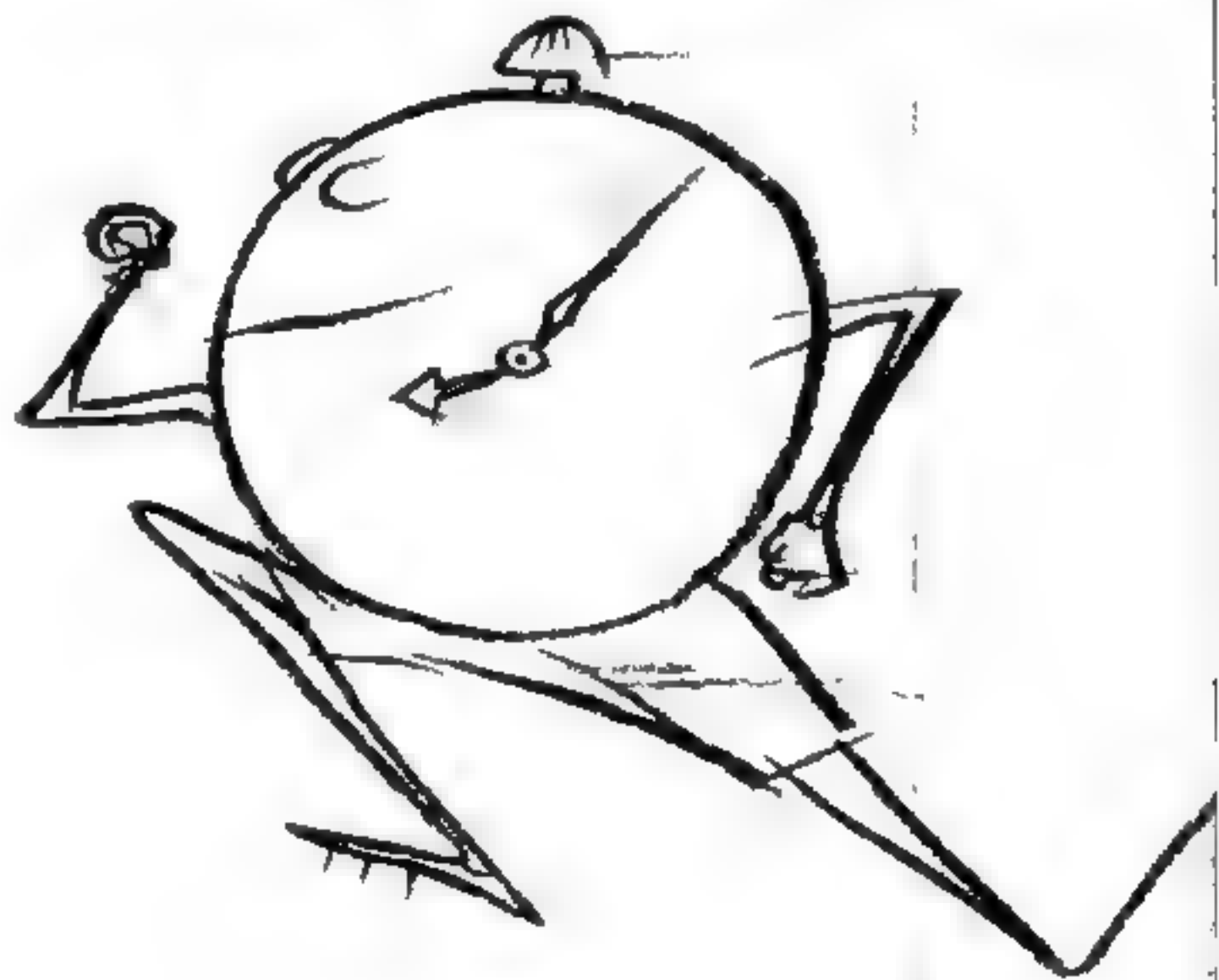
SAMPLING SPACE, never really empty, is one of satellite's main functions. It gathers a variety of cosmic particles.

A LIGHT TOUCH

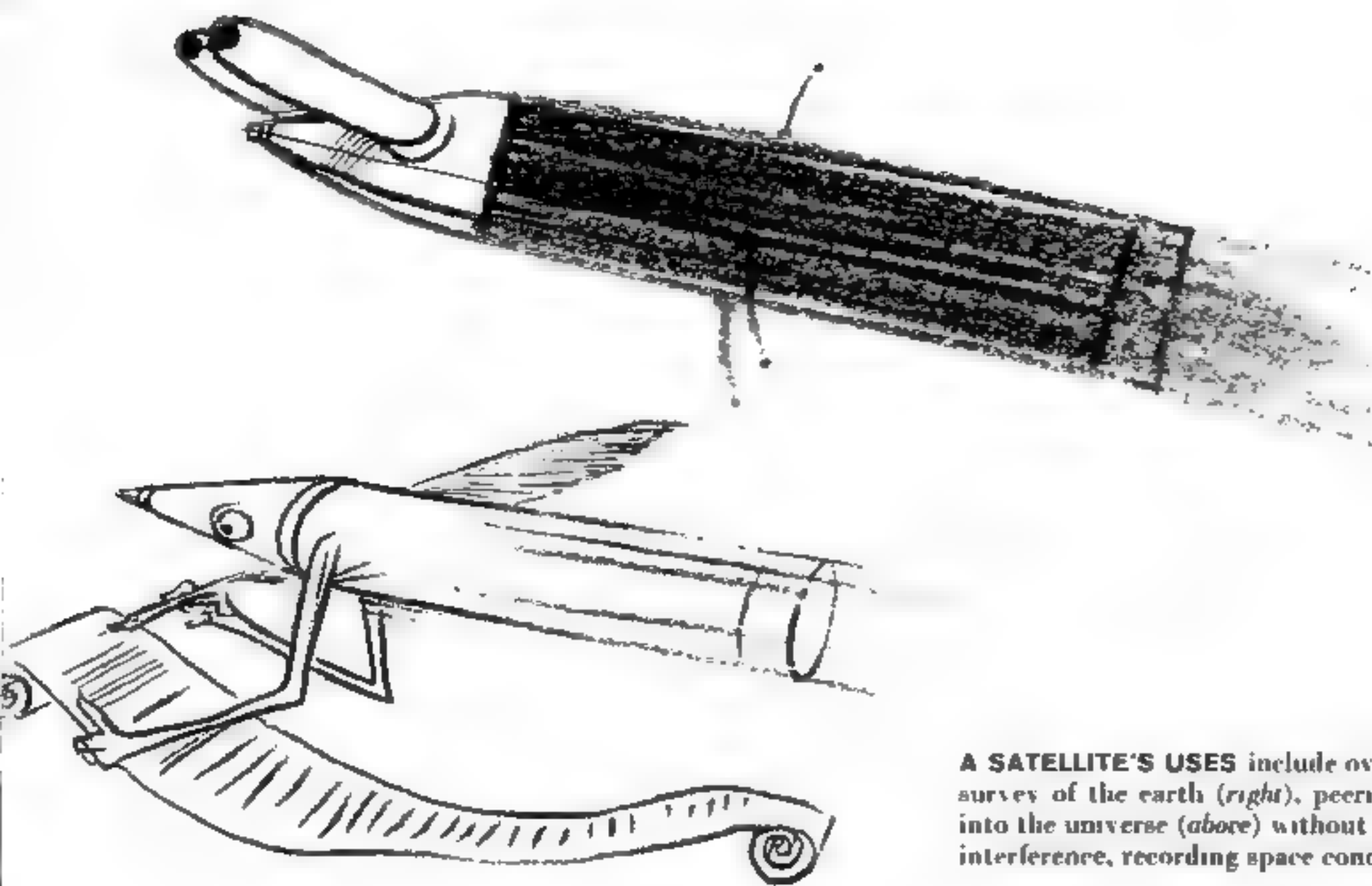
Drawings for LIFE show what

The space primer issued by the President last week was specific in giving the U.S. its preview of the adventures that face man as he thrusts into interplanetary space. The President calls the report "a sober, realistic presentation prepared by leading scientists." To illustrate some of its main points, LIFE called upon Robert Osborn—an artist whose light-hearted drawings (he did the famous "Dilbert" aviation training cartoons in the war) vividly explain complicated concepts. Among the facts the report presented are these:

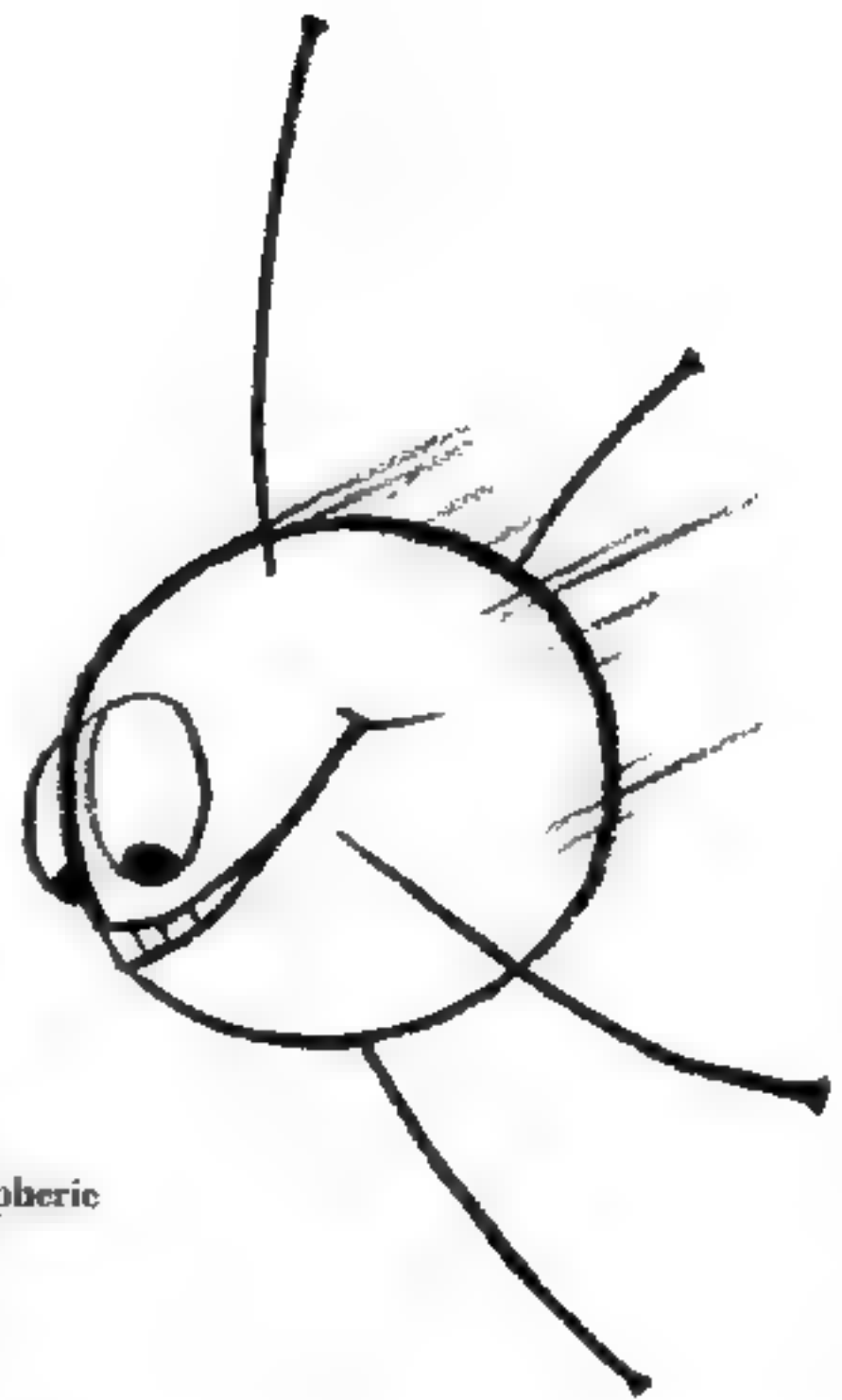
► The military uses of space have been exaggerated. Bombs dropped from an orbiting



Drawings for LIFE by ROBERT OSBORN



A SATELLITE'S USES include over-all survey of the earth (right), peering out into the universe (above) without atmospheric interference, recording space conditions.



EXPLAINS PRIMER'S HARD FACTS

satellites do, why they can't drop bombs, the best way to land on moon

satellite would not fall to earth (drawing below right). Bases on the moon would be expensive and impractical. "The earth would appear, after all, to be the best weapons carrier," says the report. But satellites with telescopic cameras could make photo reconnaissance of military targets anywhere on the earth's surface.

► Space we consider empty is really "rich in energy, radiation, and fast-moving particles of great variety."

► Mars, though much farther, will be easier to land on than the moon, which has no atmosphere to slow down an incoming projec-

tile. It might prove easier to transmit clear radio messages across the 100 million miles between Mars and earth than the 6,700 miles between New York and Tokyo—where the curvature of the earth is a factor.

► Missiles to the moon will have to be biologically decontaminated. Even microscopic forms of life must be removed. This is the only way to be sure that any living organisms which might be later found on the moon did not arrive as passengers from the earth.

Years of experimenting by remote control will be needed before any U.S. citizens are launched on a round trip into outer space.

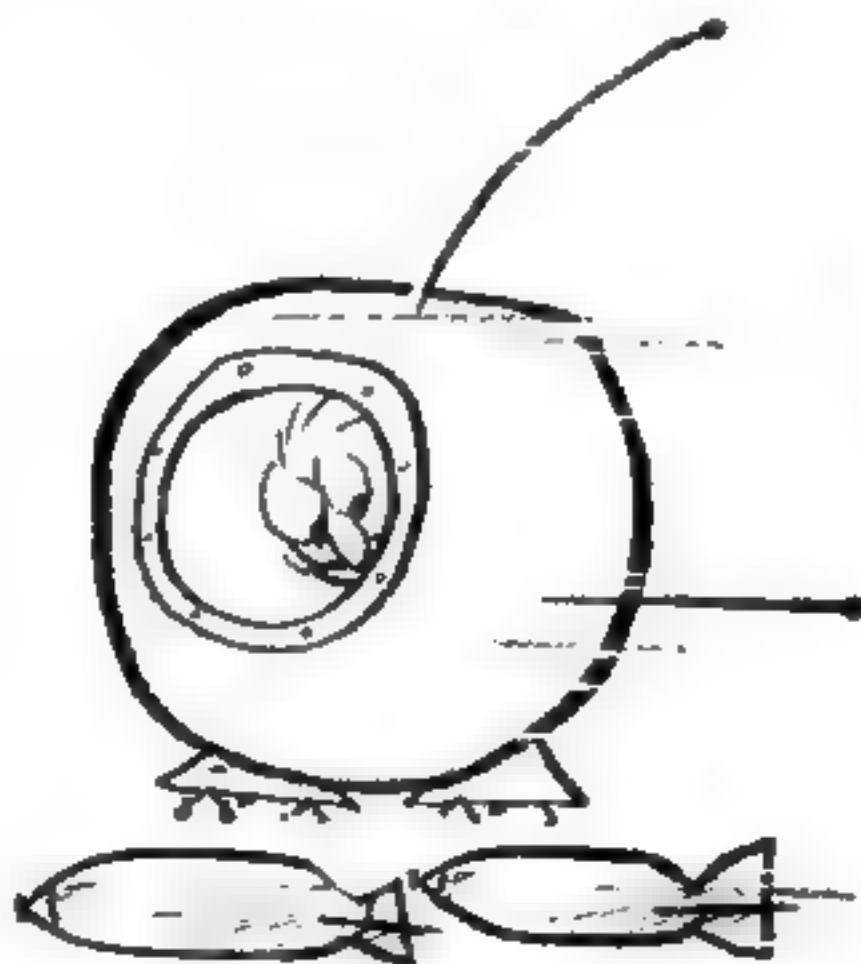


HARD LANDING may be fate of first shots at moon, which has no atmosphere to slow things down.



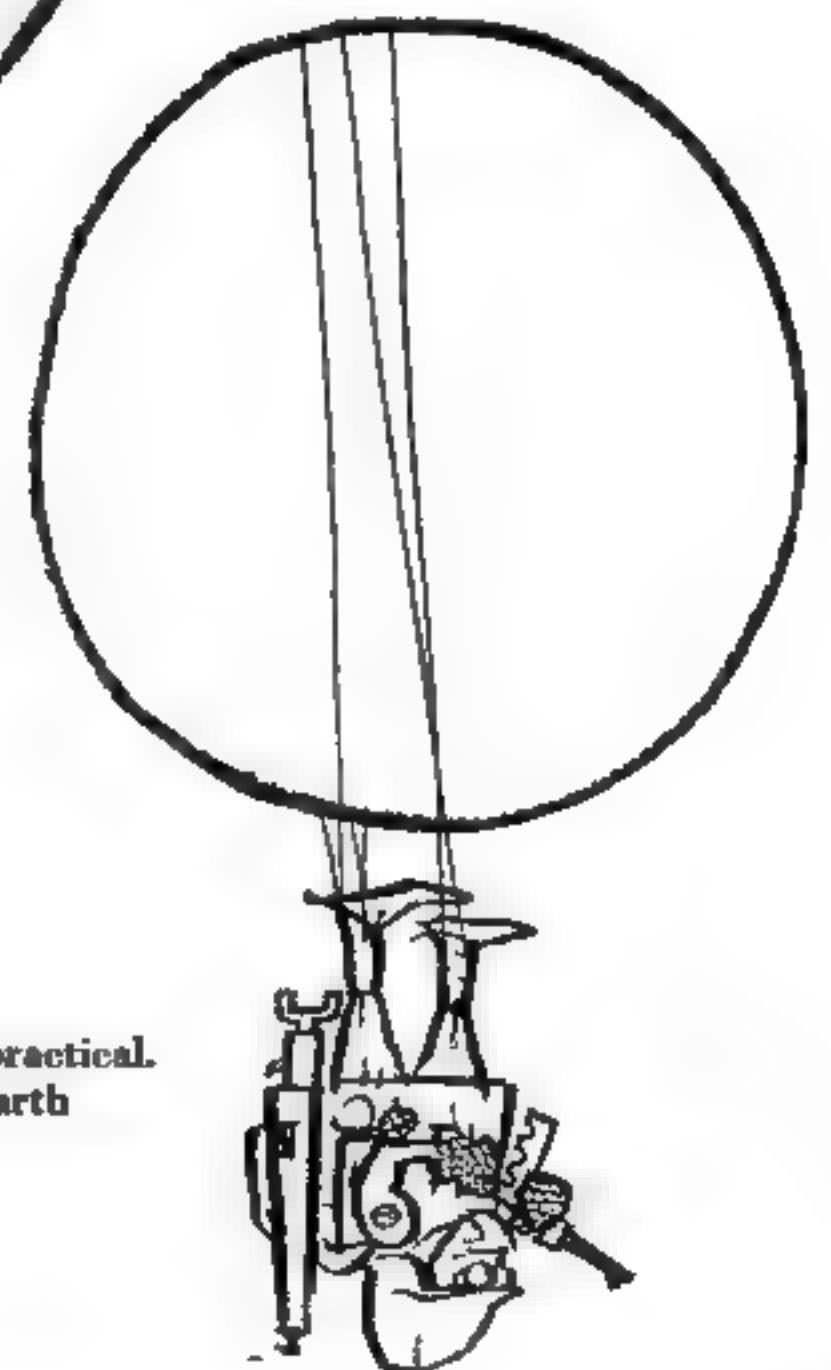
SOFT APPROACH necessary for safe landing might be achieved by the braking action of reverse rockets.

CLOCK IN SPACE, according to Einstein, would run faster as it got away from earth's gravitational pull. Clock in satellite would test this theory.



BOMBING FROM ORBIT would not work. Instead of falling to earth, bombs would continue to orbit with satellite.

WARFARE FROM SPACE would not be practical. Missiles would be easier to launch from earth than from moon or any planet.





TRADITIONAL ROLE of NACA is aerodynamic testing. Here in 1947 an inspector checks fan blades in a giant wind tunnel still in use at Hampton, Va.

BUSY NACA GETS SET FOR NEW SPACE JOB

Even before it became the President's choice to run the U.S. space program, the National Advisory Committee for Aeronautics had already made the transition from the Air Age to the Space Age. A civilian government agency which, like the AEC, reports directly to the President, NACA was set up in 1915 to keep Europe from passing us in the young science of aviation. Ever since it has been the focus of flight research in this country. It developed airfoils now used by 95% of the world's aircraft, designed radical shapes that helped crack the sound barrier, pioneered the new field of vertical take-off and landing. After the President recommends NACA for the job, Congress will have to pass a bill to give it the space franchise.



HEATING NOSE CONE of a missile model at the NACA Langley lab. a circular array of quartz tube lamps produces temperature that air friction would

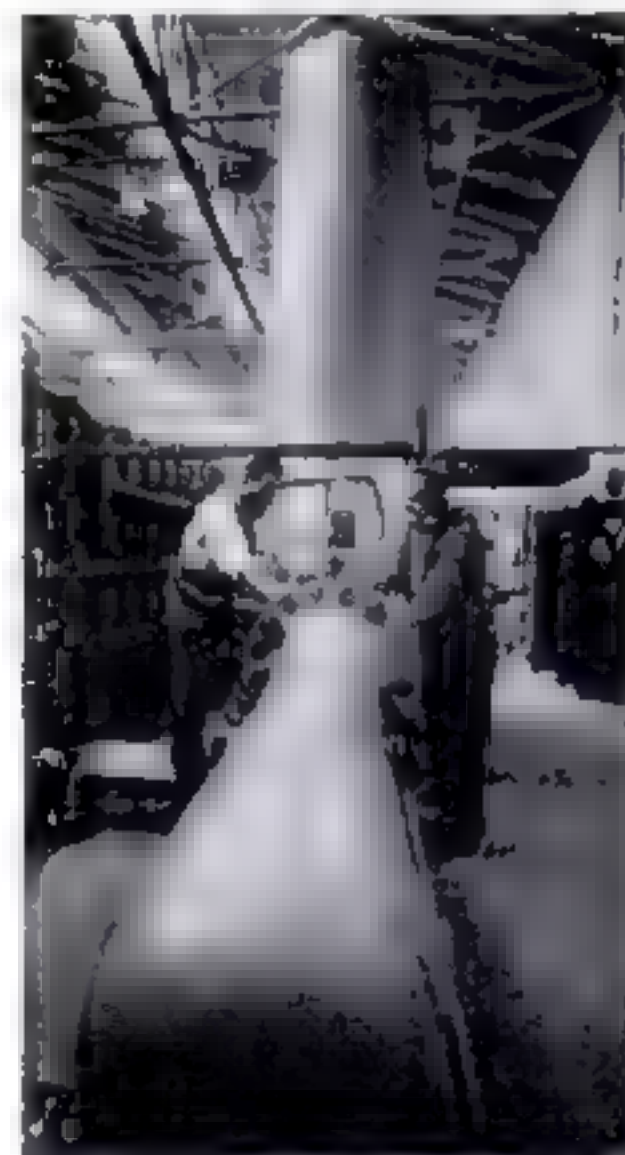
create when the missile re-enters the earth's atmosphere. Scientist wearing protective goggles observes the effect of the intense heat on the cone's surface.



NACA CHAIRMAN, ex-Air Force Lieut. General James H. Doolittle, urged a broad U.S. space program.



CONTROLS FOR SPACE are tested on modified X-1B rocket plane at Edwards Air Force Base. Tiny wing-tip rockets spew jets of hot gas which guide craft at heights where the atmosphere gets too thin for conventional wing controls to be effective.



RE-ENTRY SIMULATOR at Ames lab studies problem by firing projectiles into fast moving air stream.



MAN IN HOT WIND TUNNEL inspects a model of "boost glide" shape being tested under conditions of supersonic flight. Here air is heated to 400° F. by moving it at speeds up to 3,700 miles per hour. Technician wears a protective

aluminized suit so he can inspect the model and start another test without waiting for the tunnel to cool off. These tests are conducted at Langley Aeronautical Laboratory in Hampton, Va., NACA's first and biggest research center



A LOOK AT THE WORLD'S WEEK

AN ALL-INCLUSIVE VIEW

In Bonn the Bundestag, shown here in a panoramic view, hotly engaged in a parliamentary debate on an issue that aroused most of Western Europe—nuclear arms. Chancellor Adenauer stirred up the issue by announcing that he would not oppose NATO nuclear arms for



AN ANGUISHED LIZ AT HER HUSBAND'S GRAVE

Leaning heavily on her brother Howard's arm, Elizabeth Taylor lazily made her way to the Forest Park, Ill. grave where her husband, Mike Todd, killed in a plane crash three days earlier (see March 31), was to be buried. As

shouting and giggling thousands swarmed over the cemetery, she sat shaken with sobs through the simple Jewish service. Then, back in her car, she murmured almost incoherently: "Mike, Mike, my sweetheart, I can't leave you here."



CAPTURED, CUBA-BOUND

At Port Isabel, Tex., 35 Spanish-speaking New Yorkers, their armbands marked "26 July" for Cuba's 1953 rebellion, were herded singing off to jail. Sailing for Cuba to join rebel Fidel Castro, they were caught by the U.S. Coast Guard.



OF BIG DEBATE IN BONN

West Germany if the West and Russia failed to reach a disarmament accord. Defense Minister Franz Josef Strauss (speaking above) warned Germany must defend itself with modern weapons. Acrimonious debate in Bundestag ended with a 275-161 vote in favor of nuclear arms.



MARGARET'S CALLER→

In London Peter Townsend beamed after a visit to Princess Margaret, first since she said in 1955 she would not marry him. Court circles were reported angry at visit with Margaret but Townsend said it did not alter her decision.





FORLORN SWEETHEART. Yvette Bleuse, 36, waits for a chance to see Powers at the U.S. Army headquarters in Verdun. "He was a model father," Yvette says.

← **GLUM DESERTER.** Wayne Powers, now a gaunt, balding 37 and under arrest, stands in the Army judge advocate's office in Verdun waiting to see his lawyers.

A HAPPY HIDDEN LIFE ENDS FOR AN AWOL GI

An automobile accident in the tiny French village of Mont d'Origny brought to an end, temporarily at least, a love story of World War II and uncovered a fantastic combination of desertion and devotion. Gendarmes investigating the auto accident were tipped off to a good witness—"the American who is always peering out the window." That is how they found Pfc. Wayne Powers of Chillicothe, Mo., AWOL from the U.S. Army for over 13 years.

In November 1944, as U.S. troops pushed through northern France, Powers, a timid, taciturn truck driver with a quartermaster outfit, was arrested when he could not account for his missing truck. Escaping, he hitchhiked to Mont d'Origny up near the Belgian border and called on Yvette Bleuse, whom he had met not long before. He spoke almost no French, she no English, but they had understood each other at first glance. "Come indoors," said Yvette. Powers did—and stayed for 13 years.

Yvette went to work in a textile mill while Powers tended house. In 1946 they had a daughter and four sons followed. Most of the time Powers stayed indoors, feeding the children, sending them off to school. Occasionally the family went for picnics along the nearby Oise river, carefully leaving at dawn, returning after dark. Twice they ventured to Paris to see Yvette's relatives. Yvette's seemingly fatherless children evoked talk in the village and three times police came seeking "the American soldier." Each time Powers successfully hid beneath the stairs. Then came the accident.

Powers could be shot as a wartime deserter, but he will probably not be. As a radio program took up his cause, the U.S. embassy in Paris got, in two days, 48,000 letters beseeching clemency. Cried Yvette: "Who is going to look after the children while I'm at work? President Eisenhower lost one soldier; he may have gained four more, my four sons."



POWERS' WIFE, Ruth, shown here in Chillicothe with him and her sister, divorced him in 1950.



HAPPY YVETTE was photographed with Powers and their daughter in courtyard of home in 1947.



WITH COUNSEL, 1st Lieut. Leon Avakian, named by the Army, Powers discusses his court-martial.



ATOP FATHER'S HIDING PLACE sit children. At top are Jimmy, 10, and Dorothy, 11. Next are Harry, 4, and Douglas, 6. In foreground is Freddie, 2. When

snooping callers came to house, Powers removed one step, hid in space beneath. Children were warned not to mention their father in school, and they never did.



STABBING RIGHT by Sugar Ray connects with Basilio's already injured left eye late in fight. Ahead

on most scorecards. Robinson fought cautiously in closing rounds, using his longer reach to advantage.



HALF-BLIND CHAMPION tries to stalk Robinson after eye closed in sixth round. Badly handicapped

Basilio had to drop his crouched stance and face Robinson squarely. But he kept up rushing tactics,

ONE...



JAKE LAMOTTA took a savage beating from Robinson in 1951 middleweight title fight, losing by knock out.



TWO...



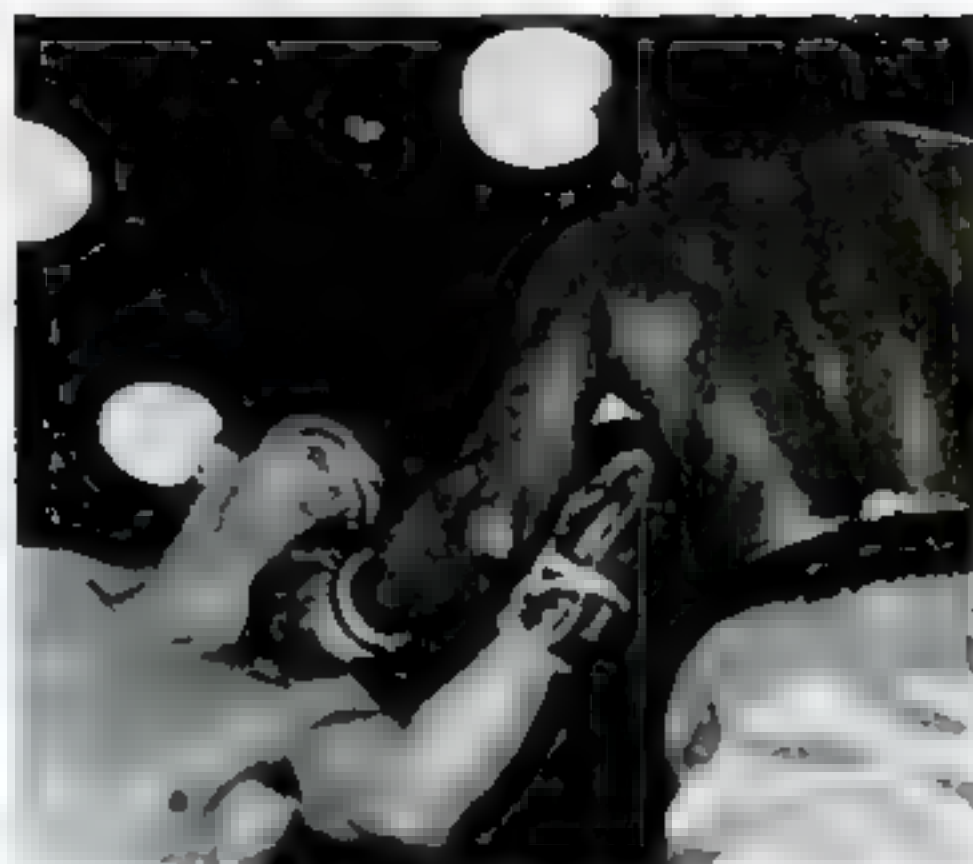
RANDY TURPIN, who had taken title from Robinson, was counted out after this blow in 1951 fight.

THREE...



BOBO OLSON got hug after Ray, coming out of retirement, won title with easy knockout in 1953.

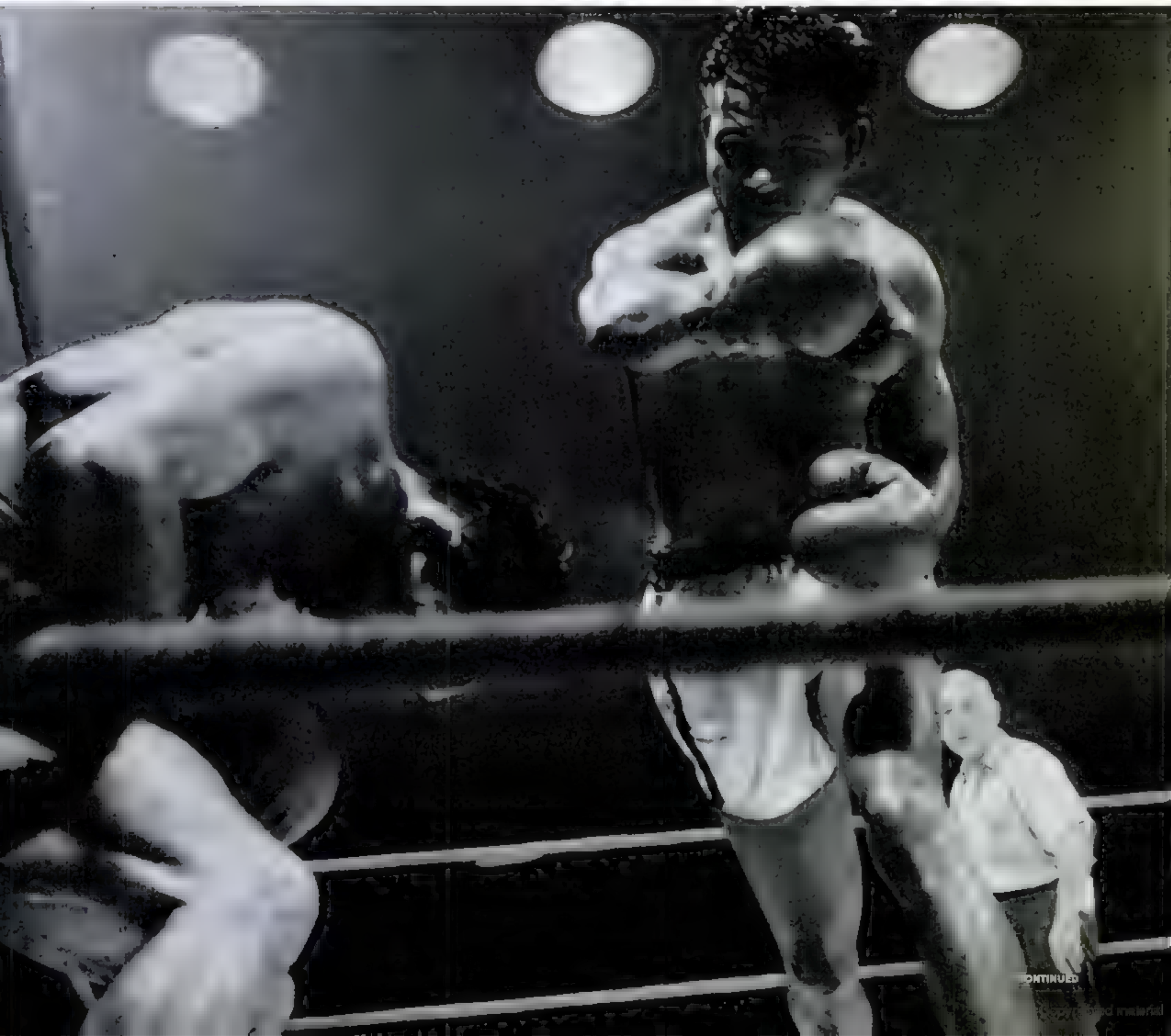
FOUR...



GENE FULLMER stopped this Robinson left to jaw and lost the championship in a 1957 rematch.

AND FIVE!

CARMEN BASILIO doubles up as Sugar Ray drives in to win title for fifth time in Chicago last week.



CONTINUED

TAKING A FIFTH TITLE TAKES A LOT OUT OF SUGAR RAY



A SHAKY CHAMPION. Sugar Ray gets help from his handlers as he wearily leaves stadium after fight

For 37-year-old Sugar Ray Robinson a familiar feat turned into a withering ordeal. Four times before (*preceding pages*) he had fought for the middleweight championship and won, each time by a knockout. Now he was facing a man who (like Turpin and Fullmer before him) had previously taken the title from him. Last week against Carmen Basilio, Sugar Ray battled 15 bitter rounds to a split decision in Chicago. He took the title a fifth time, but it was the most grueling of Robinson's 141 ring victories.

Carmen Basilio's ferocious rushes, which had swept the championship from Robinson last year, threatened to wear Ray down again. Then in the fourth Robinson delivered a blow the like of which had finished Turpin, Olson and Fullmer. A searing right uppercut snapped Basilio's head and raised an enormous welt over his left eye (see *previous page*). The eye disappeared under a grotesque ball of flesh. But it did not halt Basilio who kept boring in. Ray methodically hurled punches at the bleeding

target only to get flailed with body blows in return. "You can't get discouraged with that guy," Ray said later. "You got to keep him off you. You got to keep fighting him." The target got easier to hit, but Robinson kept missing badly. In the end Basilio was weaving but on his feet. Sugar Ray could scarcely stand.


The toll of Sugar Ray's fifth championship left him in exhausted seclusion as he was half-carried to his dressing room. Later in his hotel room he went through feeble motions of greeting the press and well-wishers (*below*). "Trying to stop him was like trying to stop a freight train," he said. "I feel like 10 guys jumped me. He's about the toughest man I ever fought—he and Jake LaMotta are right up there together."

But the fight's effects will likely last much longer with Basilio. He received hospital treatment for his injured eye and talked optimistically of a rematch late next summer. But none of Sugar Ray's earlier middleweight victims ever fought very much—or very well—again.

LATER IN HOTEL A WEARY RAY LAUGHS AT SHAVED "S" ON HEAD OF FAN REDD FOXX. BEHIND HIM IS FATHER JOVIAN LANG, RIGHT, MANAGER KILLER JOHNSON

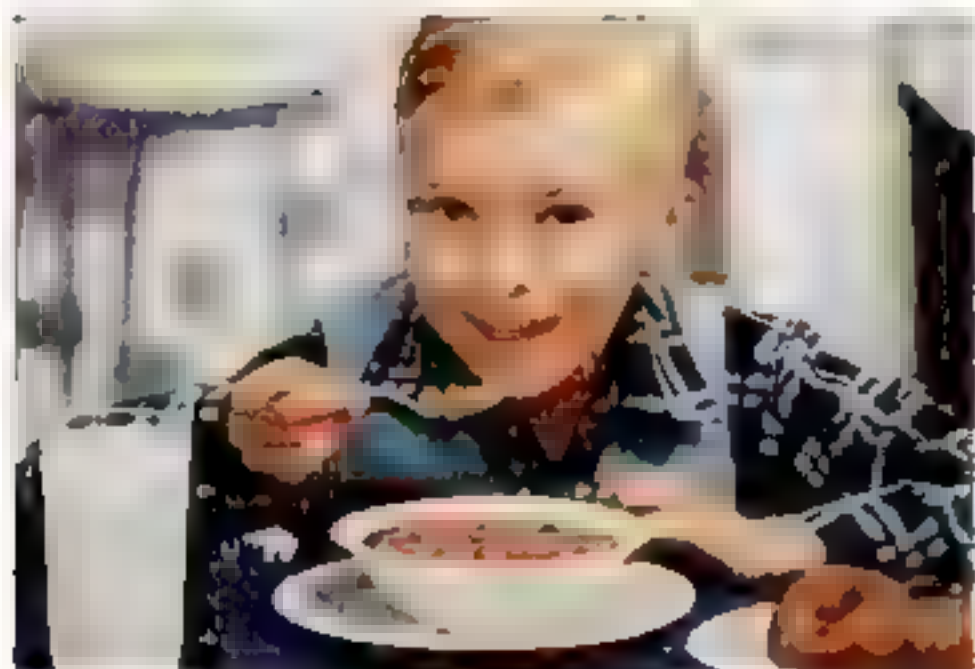




Have you  had
your soup today?



Has he?



Why not give him *his* soup for breakfast! Vegetable, or any favorite Campbell's Soup. Best way in the world to start the day with good hot nourishment! And it's all ready in 4 minutes.

Has she?



It's lunch time . . . naturally soup time! A bowlful of hot and hearty Vegetable Soup with beefy broth and 15 pick-of-the-garden vegetables makes any sandwich meal complete. Quick, too!

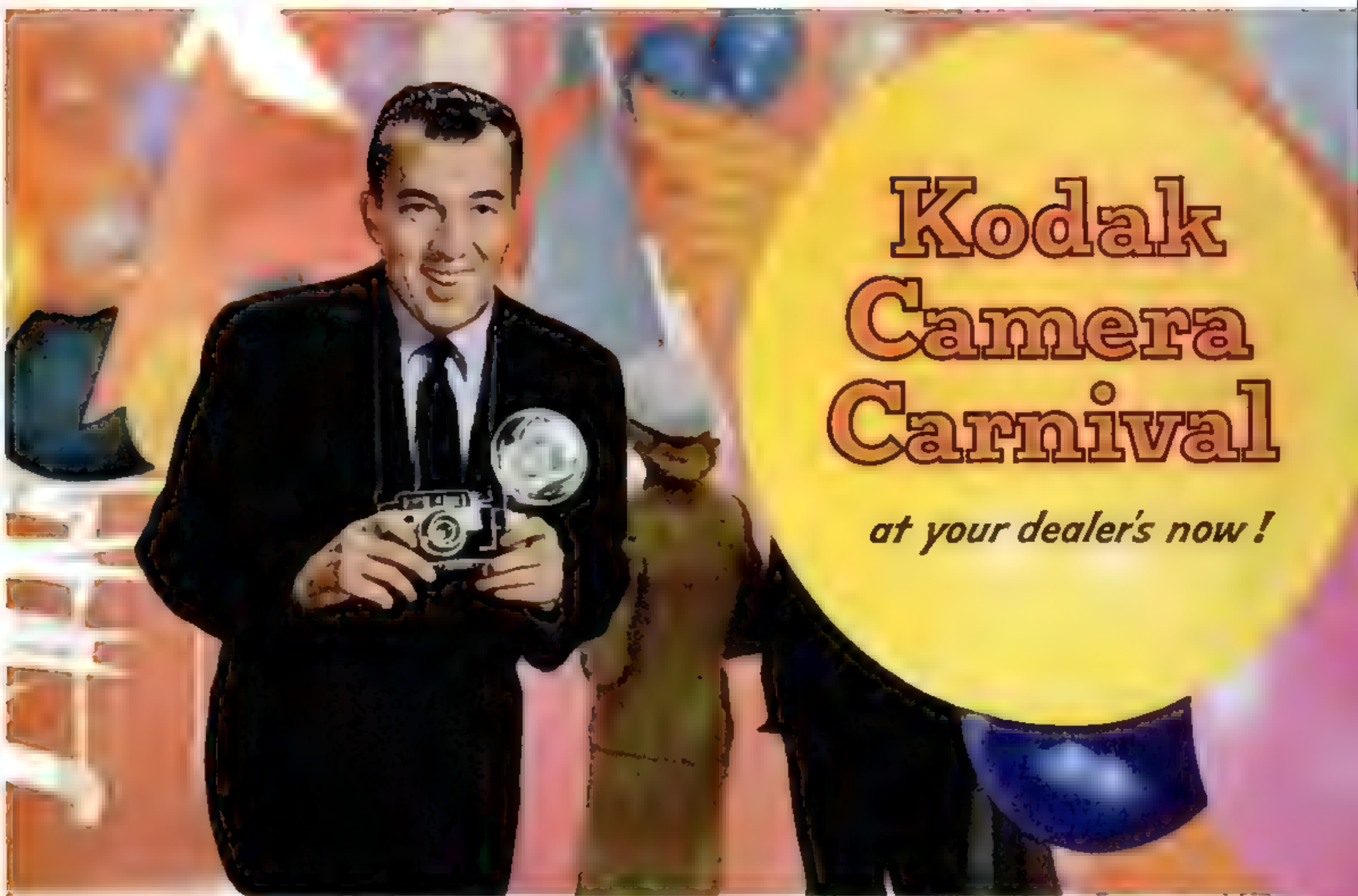
Have they?



Menfolk and kidfolk like soup to start the meal! Helps them enjoy it! Helps round it out with nourishment! Especially Campbell's Vegetable Soup, with 15 vegetables in meaty broth!

M'm! M'm! Good! Nourishing good! Gives you vitamins, proteins—minerals, too!

So...once a day...every day...Soup—*Campbell's*, of course!

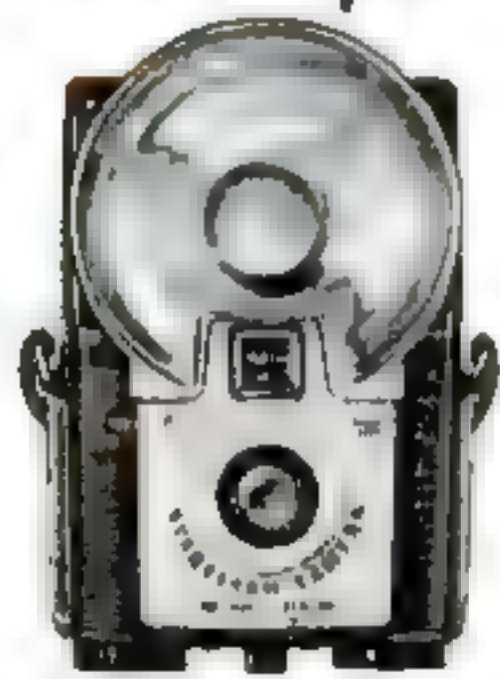


Kodak Camera Carnival

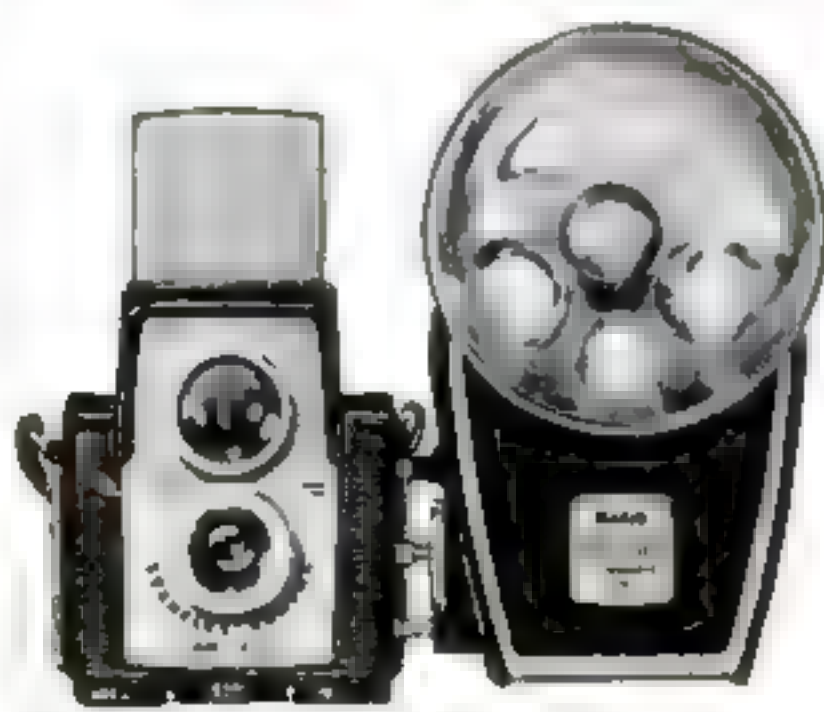
at your dealer's now!

See Kodak's "The Ed Sullivan Show," Sunday evenings, CBS-TV.

For snapshots



Takes three kinds of pictures — New Brownie Starflash Camera takes snapshots in black-and-white and color, and color slides. Flashholder is built in. \$8.95, or \$1 down.



Get snapshots and color slides with the new Brownie Starflex Camera, \$10.75. Take 6 shots without reloading the Kodak Rotary Flashholder. \$10.95 and \$12.95, \$1.50 down.



Pre-view every picture — Kodak Duaflex IV Camera has brilliant viewfinder. You see the picture you're taking—in advance; then push the button. \$17.95, or \$2 down.



Flash shots without batteries — New Kodak Generator Flashholder makes its own power. Twist dial—fire! Folds to palm-size. \$13.95 and \$14.95, or \$1.50 down.

For 35mm color slides



Precision-made . . . and looks it! Advance to 35mm with the new, simplified Kodak Pony II Camera. Fast $f/3.9$ lens, easy loading, 2 settings. \$26.75, or \$3 down.



Has built-in exposure meter—New Kodak Signet 50 Camera has photo-electric meter, exceptional $f/2.8$ lens. Comes complete with flashholder and 2 reflectors. \$82.50, or \$8.50 down.



Shows color slides big-as-life—New Kodak 300 Projector is ultra-portable. "Wide-angle" lens; exclusive Readymatic Changer. (Also 500-watt model). \$64.50, or \$6.50 down.



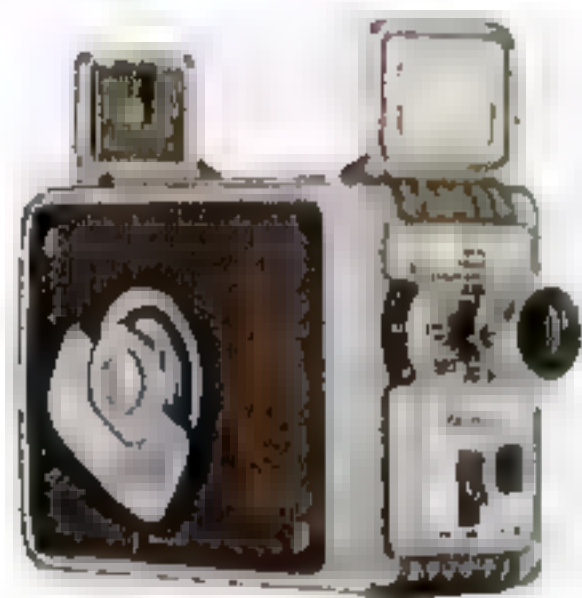
You turn it on . . . it does the rest! New automatic Kodak Cavalcade Projector changes slides by itself; keeps in constant focus. Comes with remote cord. \$149.50, or \$14.95 down.

**Kodak TV stars
invite you
to the
most exciting
camera show
ever !**

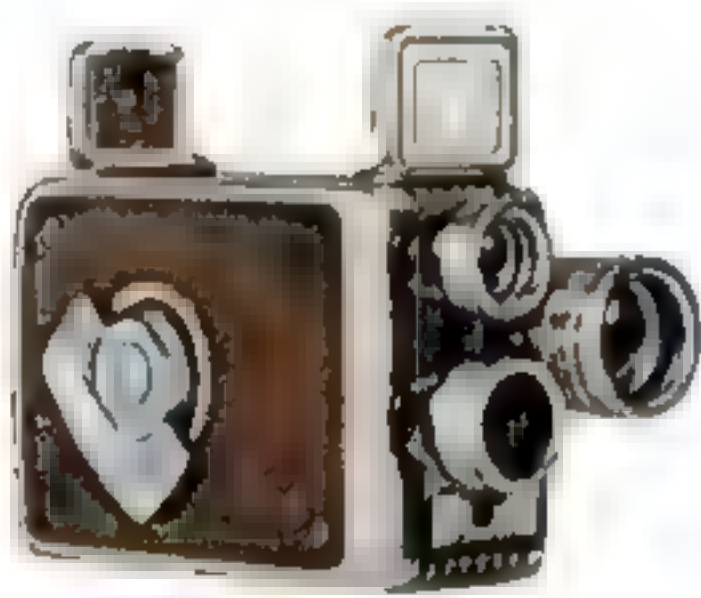


See Kodak's "The Adventures of Ozzie and Harriet," ABC-TV. Check local listings.

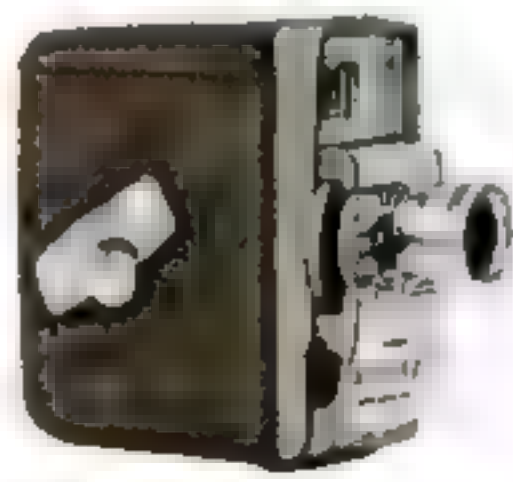
For movies



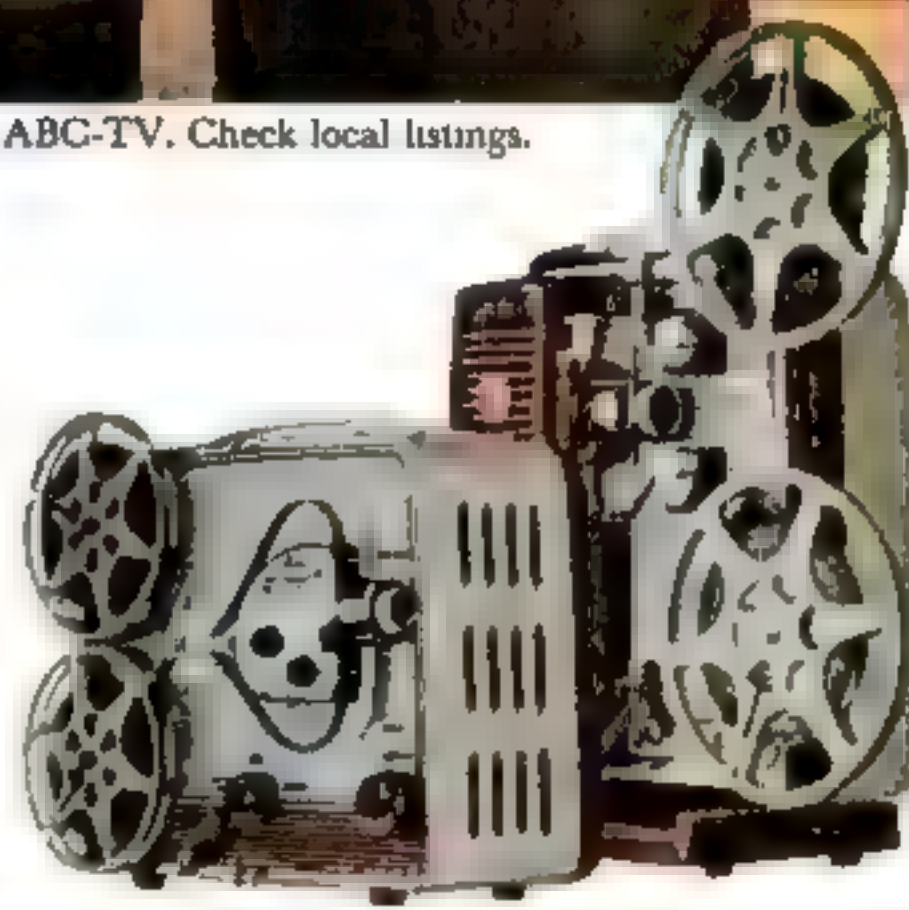
Kodak's greatest home movie value Precision 8mm Brownie Movie Camera with fast $f/2.3$ lens is snap-shot-easy to use. Was \$39.75—now reduced! \$29.95, or \$3 down.



Brownie Turret Cameras get normal, telephoto, wide-angle shots. New, lowest priced turret ever— $f/2.3$, \$59.50. $f/1.9$ was \$84.75, now \$74.50, or \$7.50 down.



Simplicity itself—Handsome Kodak Medallion 8 Camera magazine-loads in 3 seconds, weighs only 23 ounces. Just one setting: $f/1.9$ lens. \$106.50, or \$10.50 down.



Big-screen 8mm shows—Brownie 300 Movie Projector has forward, reverse action. Top value! \$64.95, or \$6.50 down. For movies 5 feet wide, Cine-Kodak Showtime 8 Projector, \$123.50, or \$12.50 down.

See the carousel of cameras . . . and the world's most modern line-up of projectors and photo-aids!

With spring here and summer not far off, it's time to get set for picture-taking. And the place to get set is at your dealer's Kodak Camera Carnival.

During this exciting event, your Kodak dealer is demonstrating three rings-full of values! You'll see everything new from Kodak that makes it easier for you to take beautiful snap-

shots in color or black-and-white . . . sparkling color slides you can show big as life . . . glorious color movies that capture all the action, too! And because everything is made by Kodak, you know it's good!

Come to your dealer's Kodak Camera Carnival—in time for this weekend's fun! (Prices are list, include Federal Tax where applicable and are subject to change without notice.)



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Meeting tonight of the Four Roses Society

(Have you joined?) These gentlemen cordially invite you to join them in a drink of Four Roses Whiskey.

They know this is the ideal way to attract new members to the *Four Roses Society*.

It's true. Once you have tasted the superb, unrivaled smoothness of Four Roses, you will

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What do you say? Are you ready to join the most sociable and discriminating drinkers in all the land? Here's what you do:

Simply ask for Four Roses at your favorite tavern or store, today. That's all. You're in!



You belong with Four Roses...the sociable drink

SPACE, HISTORY AND GOD

CHRISTIANS ARE ARMED WITH HIS LOVE FOR NEW ADVENTURE OF THE HUMAN MIND

From its impending "lunar probes" to its later "human planetary exploration," the space program announced last week by Dr. Killian's committee certainly demonstrates, in its own words, "that man is alive and insatiably curious." We are even officially alerted to the possibility of finding life out there, especially on Mars. Obviously such an encounter, if it happens, will have a profound effect on our conventions of thought and belief. In any case, man's entry into space will mark a major turning point in his intellectual as well as his physical history.

Already there is much ingenious speculation about the adjustments we may have to make. Toward the sentient inhabitants (if any) of other planets, C. S. Lewis warns us against "theological imperialism," since they might even prove to be an "unfallen race" in no need of redemption. The space lawyer Andrew Haley suggests that even the golden rule may be a poor guide for behavior, since to treat angels or monsters as we would like to be treated might destroy them (or us).

Whatever form the news from space may take, both religion and science seem to be somewhat better prepared for it than they were for some great intellectual turning points in man's past. So far from opposing dogma to our new Galileos, the Pope has blessed a congress of astronauts and called their enterprise "legitimate and praiseworthy." So far from arming for a new Darwinian controversy, the Baptist head of the National Council of Churches is sure that space knowledge "must inevitably expand our concept of God." And science itself, chief source of prophecy to recent generations, is chastened by the rate at which it is upsetting some of its own recent prophecies. In the 1920s Eddington and Jeans were sure that hydrogen was *not* the fuel of the sun. "It is amusing to look back on the notions of a few decades ago," says Caltech's Lee DuBridge.

We had better look back more than a few decades. A family, before moving from the old homestead, will look back over its whole past. So the human race on the eve of this great adventure may well review the whole of its long pilgrimage thus far. We need to be sure of the best we have learned about our purposes and history on this planet.

One thing our race has learned is the durable supremacy of religion over the human mind. For the framing of hypotheses about the physical universe, religion generally has learned to defer to science because science gets tangible results. But religion, knowing where these results stop, can confidently make this prediction: whatever light the scientific exploration of space may throw on our physical universe, it will not in itself reveal much (if anything) about man's role and purpose therein. It will not explain man to himself, or God to man. Whatever arguments it may suggest about God's existence or nonexistence, they will not be new arguments. They will not make belief in God any harder or easier than it has always been. If the life we know on earth does not answer its own most fundamental questions, neither will life on Mars. In outer space we will probably rediscover what both science and religion already know: that while the pursuit of truth by mind enlarges both, truth always remains larger than mind.

Of all the religions that have explained man to himself, the most enmeshed in human history is Christianity. Not only does it endow the individual Christian with a purpose, but it gives the whole human narrative a beginning, a center and an end. It places God squarely in the earthly historical process. The Christian sees history not as the repetitive "sorrowful

wheel" of Greek and Indian thought, but as a story whose richest theme is that it cannot be predicted by man. God works in history; this is a cornerstone of Christian faith.

Christians, being human, have repeatedly confused the application of their truth. The early Christians thought it meant the onrushing end of the world and resurrection of the just. Their descendants, in varying ways, often forsook action in the world for the same millenarian fear or hope. The statement "God works in history" is not a cosmic reenactment of the Lone Ranger story. The wicked often die with money and glory in their jeans and the good too often suffer to the end, unheard.

How then does God work in history? An example may be Western empirical science itself, which has brought man to the beginning of this space age. Science is the shiniest jewel in our Western civilization's crown, but the civilization itself was created by Christianity. Professor Hocking even argues that there is a direct "parental relation" between Christianity and modern science, which he traces from Augustine to Descartes, Bacon and Kepler. Certainly the past quarrels of science and Christianity have proved far less serious than their tremendous and growing complementarity. If science is the means by which we enlarge our fragmentary glimpses of God's plan and God's universe, Christianity remains the fullest explanation of man's part in both.

Space and its dusty marvels hold no terrors for the Christian faith, or for the meaningfulness which Christianity gives to history. Among other strengths the Christian wears the world's best-tested armor against loneliness—and there will be lots of loneliness in space. Unhampered either by myths that ignore history, or determinist systems that deify it, the Christian can confront the unpredictable with the secure knowledge that history, both past and to come, has a vital extra dimension.

For Christianity is founded not alone on great human ideas, but on a tremendous historical fact, the central fact of the human story. This fact is the Incarnation of God in Jesus Christ, eternity's great intervention in time.

The stone so suddenly removed from the tomb in Joseph's garden is the evidence of this fact which we celebrate at Easter. That stone has been a stumbling block to belief ever since it was removed; yet on it the truth of Christianity depends. "If Christ be not risen," Paul told the Corinthians, "then is our preaching vain, and your faith also is vain." In that watershed year of human history Jerusalem itself contained doubters as well as witnesses and believers, as the world does today. It was no easier for nonwitnesses to believe then, than it is now, or than it will be. But faith has become knowledge for millions of witnesses in the centuries since, as the miracle is repeated in their personal discovery of God's love.

God, who created this world, will some day end its story. He created many other worlds, whose stories we are learning more about every day. But what gives hope and meaning to our own story is not the infinity of beginnings and endings, of novae and white dwarfs, of stellar births and deaths; it is instead the center event of our long pilgrimage on this earth. At the first Easter God proved His infinite love and concern for man; and renewed His own creation with the renewal of our freedom—the "perfect freedom" of His service. In this freedom, supported by His love, we can gladly and confidently work out the rest of our human destiny.

KHRUSHCHEV THROWS AWAY HIS MOUTHPIECE

Bulganin's dumping gives the boss new prestige for the Summit—and he didn't need any more power

Last week, in a pattern become nearly classic, Nicolai Bulganin tamely resigned as premier of the Soviet Union and helped vote Nikita Khrushchev into his job. And Khrushchev kept his all-powerful post as first secretary of the party. Here this latest step in the Soviet leader's bloodless but ruthless rise is analyzed by Edward Crankshaw, onetime British diplomat in Moscow, noted authority on Kremlin politics whose previous articles for LIFE include "Khrushchev: Man Behind the Masks" (Dec. 2, 1957).

IN sacking Marshal Bulganin and taking over his post as premier, Nikita Khrushchev has for once done the expected thing. Bulganin has been on the way out for quite a long time. In the great showdown between Khrushchev and his most powerful rivals last year—which ended with Malenkov, Molotov, Kaganovich and Shepilov being scattered to the four winds of the vast land—Bulganin found difficulty in making up his mind. He is reported to have declared first against Khrushchev, then veered around a little too late. Khrushchev is not the sort of man to forgive and forget.

Bulganin has not been kicked upstairs. He has just been dropped. And Khrushchev, "Our dear Nikita" as Voroshilov called him, stands where Stalin once stood, uniting in his person the spiritual and the secular arms of the U.S.S.R. as head of the party and head of the state.

Does this in fact mean more power for Khrushchev? I do not think so. It is impossible for him to achieve more power than he has already achieved without insulating himself entirely from his colleagues and ruling the country through police terror, as Stalin did. He may yet try to do this, but the removal of Bulganin has nothing to do with it.

What has happened from the point of view of Khrushchev is a minor administrative adjustment: he can now talk officially for the Soviet Union as well as for its Communist party. Specifically, he can confer with Eisenhower and Macmillan and other heads of state as an equal. He no longer has to take Bulganin with him and use him as his mouthpiece. It is a tidier arrangement and more dignified. It will be particularly useful if and when there is a Summit conference.

Bulganin's removal should be seen not as one more step in Khrushchev's climb to supreme power but as the abolition of an anach-



AFFABLE HOST Khrushchev greets Dr. Hammarskjöld, U.N. Secretary-General, who came to discuss

disarmament just before Khrushchev's triumph. With them are Andrei Gromyko (left), interpreter

ronism. Bulganin had outlived his role. His *raison d'être* had been to keep up the appearance of old guard collective leadership. But when the old guard alliance was shattered last year, Bulganin became superfluous. It was only a matter of time before he went.

But this is not at all to say that the collective principle in the Soviet leadership is now absolutely and cynically discarded. In spite of appearances there is still a working collective—but with new faces. What has happened is that the personnel of the collective has changed. The old generation has been thrown out by the new, and Khrushchev has managed to capture the new.

Khrushchev is 63. There is only one other effective survivor of the original band of post-Stalin leaders: Anastas Mikoyan, 62. There is every reason to suppose that Mikoyan provides the brains and the planning drive. As an Armenian he cannot aspire to the summit, so Khrushchev has nothing to fear from him as an individual, and he is no doubt very much dependent on Mikoyan's shrewd, non-nonsense mind, his unrivaled experience in practical administration and his flair for political maneuver.

The rest are newcomers, comparatively speaking, to the ranks of the all-highest. Except for Mikhail Suslov, the party secretary who interests himself in foreign policy and international communism, the others owe pretty well everything to Khrushchev. But this does not

mean that, as in Stalin's day, they swallow as law everything the master says.

Khrushchev's road has been very different from Stalin's. It is tempting to see in this new move the final step of an ascent modeled on Stalin's rise—with the difference that Stalin needed 19 years while Khrushchev has run the same course in only five years.

History does, at first sight, appear to be repeating itself—and in quick time. But history never repeats itself in detail. Stalin achieved his eminence by naked force, backed by maneuver, but Khrushchev has achieved his by consent, also backed by maneuver.

Who are the consenters? Who are the colleagues who form the new collective? What is this new generation which has swept away the old guard and chosen Khrushchev as leader?

There are several important men and one woman who have intellect, experience and force of personality. One is Alexei Kirichenko from the Ukraine, a bull of a man who has risen to secretary of the party central committee. There is Frol Kozlov, boss of the Russian Soviet Federal Socialist Republic. There is Dimitri Ustinov, one of four deputy premiers and first secretary of the Moscow party. There is Madame Ekaterina Furtseva, the only woman to achieve the party presidium and one of the most gifted and formidable figures in the land—as well as the most charming. These people are certainly not Khrushchev's equals but neither are they his slaves.

Behind these figures are many more, all remembering the terror and paralysis of Stalin's rule and in no mood to let it happen again. And behind them are the people—intellectuals, workers and peasants—who simply will not do the work required of them unless the government meets some of their demands for a better and freer life.

So the principle of the collective has not yet been discarded. Bulganin is gone, but Khrushchev is still required, willingly or unwillingly, to share the government of the country with a host of able, ambitious and energetic men. It is conceivable that he may try to break them. It is more likely that, if he does try, they will break him. That is the tremendous difference between Stalin's Russia and Khrushchev's Russia.



NEW GENERATION of Communist power, which Khrushchev leads, includes (from left) Alexei Kir-



ichenko of Ukraine; Ekaterina Furtseva, only woman in presidium; Frol Kozlov, Great Russian boss.





AS EQUALS in friendlier days Khrushchev (*left*), bearded Bulganin visited Moscow subway in '30s.



END OF EQUALITY, even on surface, came as Bulganin (*right rear*) voted himself out, Khrushchev in.

Among voters for howed boss are (*front row, left and right*) Deputy Premier Mikoyan, Marshal Voroshilov.



TAKING OVER, Khrushchev was all sincerity in his speech of acceptance. "You have done me great honor," he told the Supreme Soviet. "I shall do everything

to justify your confidence and shall not spare strength, health or life." Then he went on to say that "We shall conquer capitalism with a high level of work."



OUTSIDE HER RIO DE JANEIRO HOTEL HIRED PICKETS MARCH WITH PLACARDS CONVEYING BABY PIGNATARI'S UNEQUIVOCAL MESSAGE TO LINDA CHRISTIAN

BABY'S UNGALLANT FAREWELL TO LINDA'S ARMS



When she lost a job earning in a Rome night club, he suggested they go get another one in Hong Kong—and off they flew on a gasp-five-week trip. That's the way it was in January with Linda Christian and Brazil's millionaire Francisco "Baby" Pignatari. But last week it wasn't that way anymore.

Baby coldly told reporters his romance with Linda was over. Then he most ungallantly hired 30 pickets to parade before Linda's Rio hotel (below). Worst of bad taste, said one Rio newspaper indignantly. Linda announced she was staying because another Brazilian millionaire, Diogo Fontoura, was as mad for her as Baby had been. But Diogo was also ungallant.

"I scarcely know her," he said. "This was I, too, but Linda got the point. She made plans to fly to New York where I could let the gentlemen



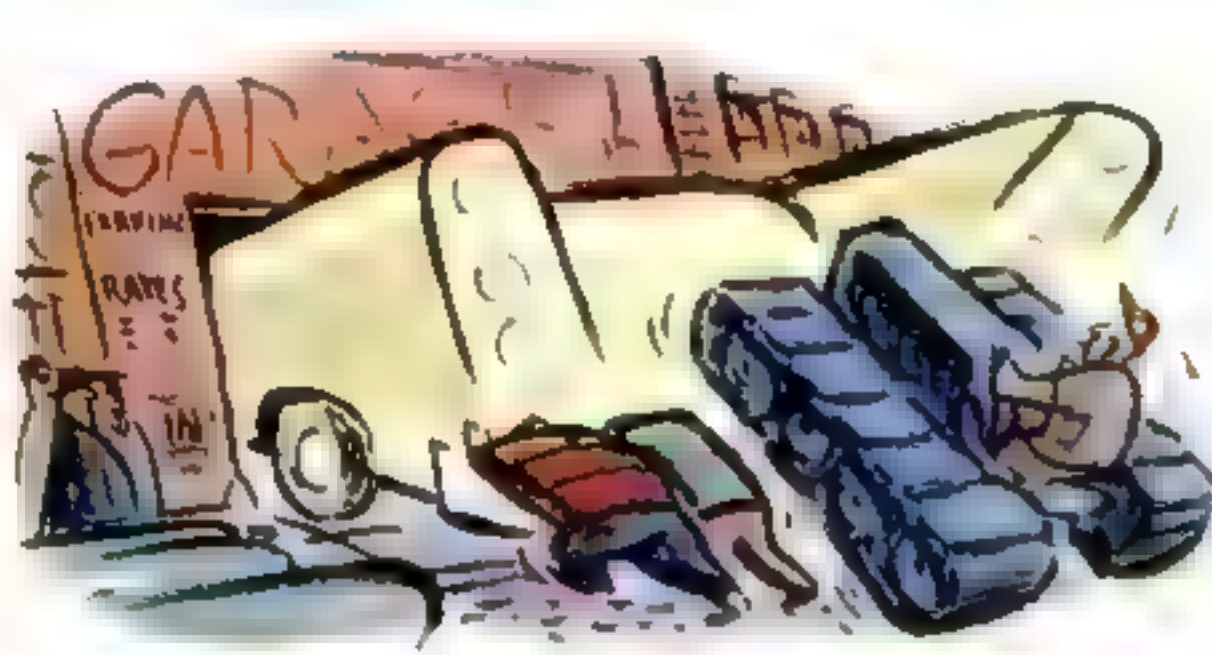
WHILE LOVE BLOOMED, Baby and Linda were married last year in Paris. (Page 12)

← LAUGHING IT OFF, smiling Linda says that Brazilian men are "outragingly unromantic."

Siegfried Slays the Dragon..Again by Whitney Darrow, Jr.



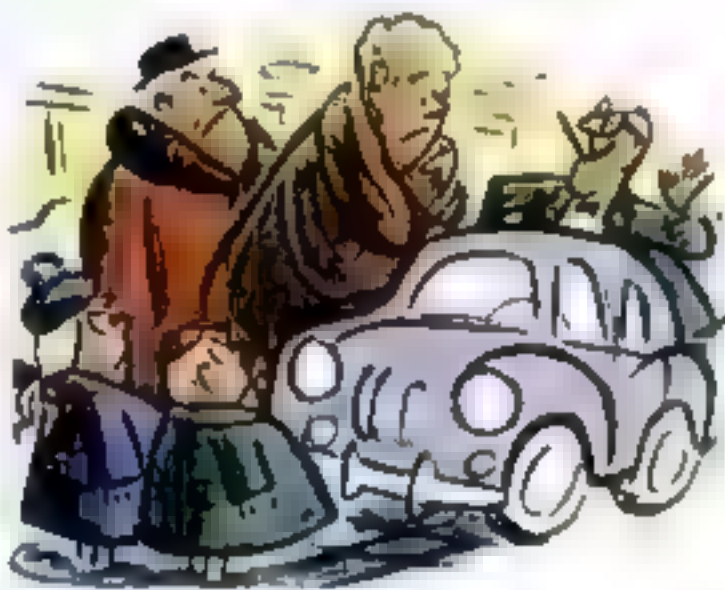
This opera star named Siegfried sang the role of Siegfried. When he made the Met, he bought a great big dragon of a car.



But after Siegfried had piloted this monster for a while, he found that it was too awkward to garage, too big to park, and that it drank gasoline as only a fire-breathing dragon can.



This dragon wagon kept Siegfried busted—even though he sang Wagner five times a week. So one day he stabbed the dragon in the gas tank.



Then he looked for a new car, saw a little foreign car, easy to drive and park, easy on gas. But it wouldn't hold his large family!



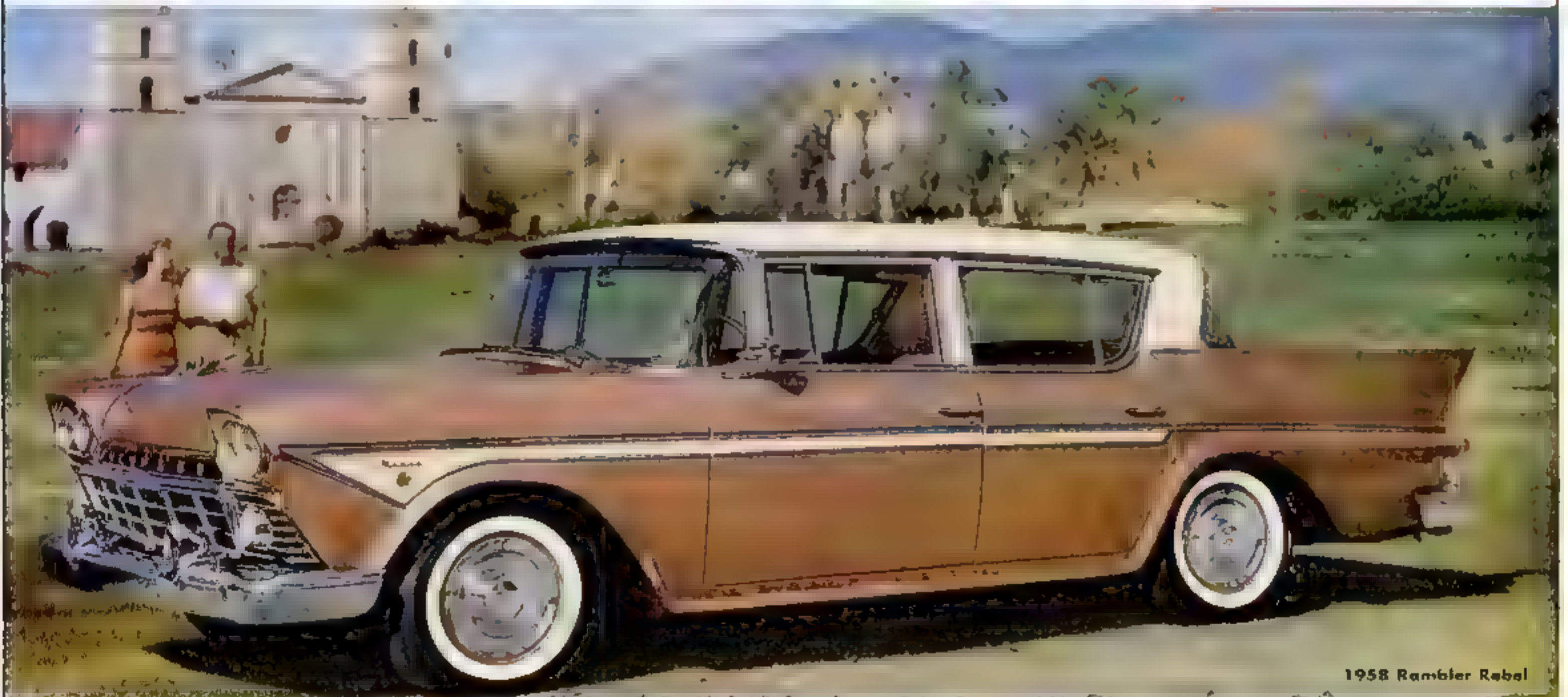
Next, he saw the new 1958 Rambler with enough room for six big basses, proved penny-a-mile economy records, new jet stream styling as trim as a ballerina.



"For me! Ja," said Siegfried. So he traded the dead dragon for a new Rambler Economy 6 and drove off singing. You'll sing too with a Rambler.

① Get American big car room and comfort ② Get European small car economy, handling ease

Get the Best of Both—Go Rambler!



1958 Rambler Rebel

RAMBLER SALES GO UP, UP, UP! There's real reason. Only Rambler has proved—in 3 different NASCAR runs—that it can give record penny-a-mile gas economy (6 with overdrive). Rambler gives easiest driving, turning, parking. It's tops in trade-

in value. And 1958 Ramblers are *completely* new. Make the smart switch. Choose from the Rambler 6, Rambler Rebel V-8, luxurious Ambassador V-8 by Rambler, and 100-inch wheelbase Rambler AMERICAN.

American Motors Means More for Americans

SEE YOUR RAMBLER DEALER
RAMBLER • AMBASSADOR • METROPOLITAN

100-INCH-WHEELBASE RAMBLER AMERICAN



\$1789

Suggested factory delivered price of Rambler American Deluxe at Kenosha, Wisc., including federal taxes.

Fash-O-Matic transmission, white wall tires and other optional equipment. † desired, state and local taxes, 1 day extra.

**35 39 MILES PER GALLON
NASCAR RECORD**

Los Angeles-Miami, with overdrive.

SI, SEÑOR...NO FIESTA SHOULD BE WITHOUT THIS

fresh, clean taste!

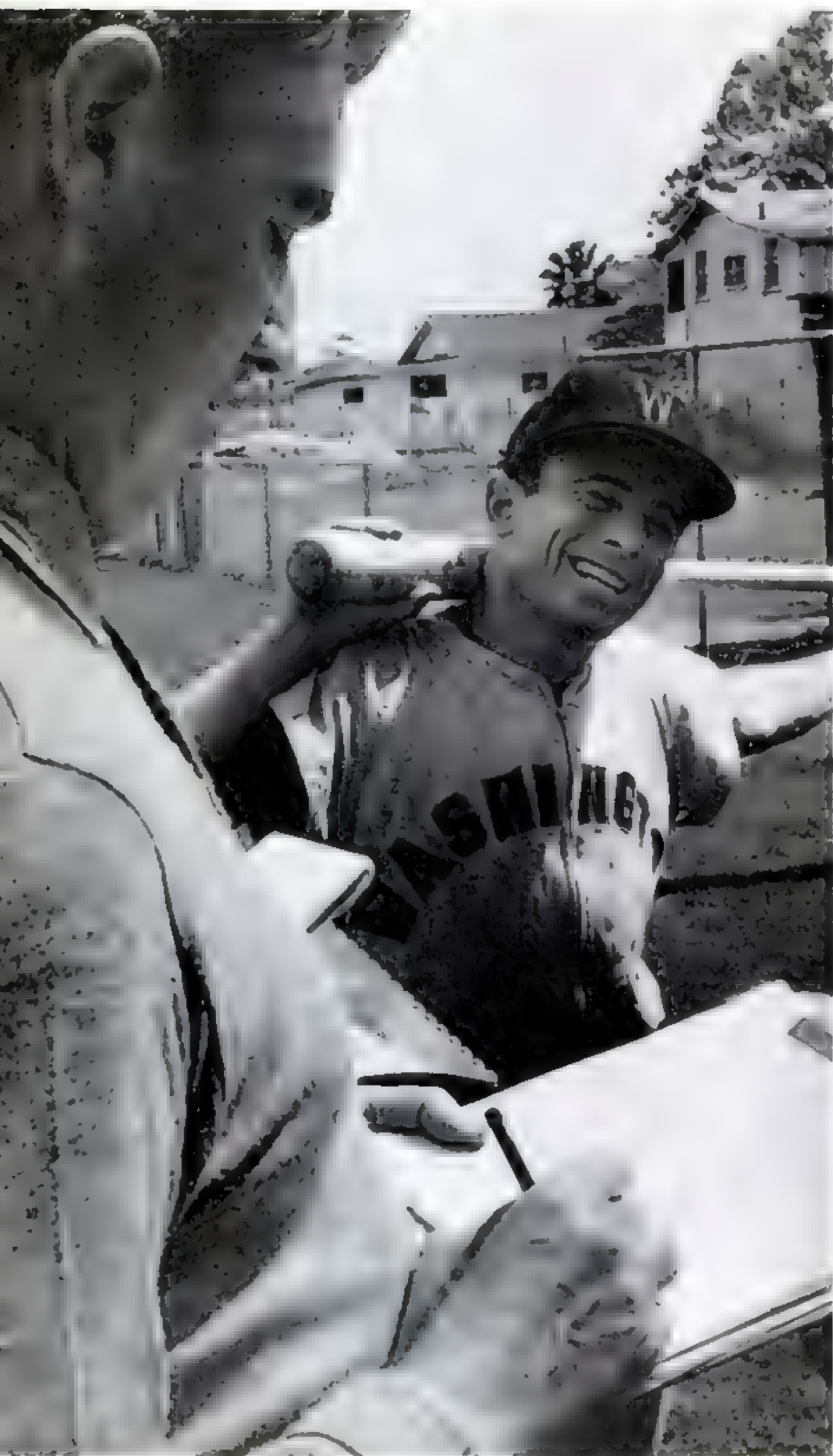


Copyright 1956 by The Seven-Up Company

Nothing does it like Seven-Up

No wonder 7-Up is the drink that's going to the parties! Seven-Up does more than taste cool. Seven-Up gives you a fresh, clean taste as you drink it . . . leaves a fresh, clean feeling in your mouth and throat when you *finish* the bottle. There's no sticky taste to bother you. You *feel* fresh —ready for more fun. Have 7-Up. Have happy guests! "FRESH UP" WITH SEVEN-UP

Little Man's Big League Bid



ON THE FIELD before an exhibition game Albie Pearson is interviewed by N.Y. Times Columnist Arthur Daley.

"The sportswriters were the first to make a spectacle of my size. I'm used to their jokes now. One of them goes around camp all hunched over saying he got that way interviewing me."

TAKING a lead, Pearson is dwarfed by the Philadelphia Phillies' first baseman, 6-foot 3-inch Harry Anderson.

"To make up for size I have to keep fighting. I never knew a little man worth his salt who didn't go till he dropped. Nothing comes easy. You just have to make up your mind what you want and do it."

CONTINUED

WHEN Rookie Albert Gregory Pearson reported to the Washington Senators' training camp this spring he put on the bat boy's uniform because it was the only one that would fit. Pearson, 5 feet 4 and $\frac{7}{8}$ inches, is probably the smallest man in the majors since Bill Veeck jokingly played a midget on the St. Louis Browns (LIFE, Sept. 3, 1951). "I've got to make the majors on the first try," he says. "I know many guys go down and come back up. But they're all 6-footers. If a little man doesn't make it the first time they don't ask him back."

A spunky, speedy outfielder, 22-year-old Pearson has been winning positions from bigger men all his life. "The only sport I found with guys my own size was boxing," he said. "But both my father and grandfather were boxers and they told me there was no future in it." He once thought seriously of training to be a jockey but instead became a 97-pound pitcher for the El Monte (Calif.) high school baseball team. At 17 he signed a \$225 contract with Class C San Jose. ("When the manager first saw me, he said, 'What's this? What have they sent me!'") Pearson convinced the manager he was a player, not a mascot, by batting .334 and running the bases like a terrier.

Pearson is a very polite, articulate and deeply religious young man. On every team he has played with in his steady advance through the minor leagues he has been voted the most popular player. Fans automatically clap for him whenever he comes to bat. This spring he has been the brightest topic in the training camps. Said one sportswriter watching Pearson play, "He looks like he'll be the first player ever to go direct from the Little League to the big leagues."



have a heart-to-heart martini...



YOU'VE GOT IT MADE WITH HEUBLEIN COCKTAILS

Advice to wives: let nothing come between you when he gets home tired. Nothing, that is, but Heublein Cocktails. The smoothest sipping two people can enjoy.

Mixed to perfection by experts—just stir with ice and serve. No mess, no fuss, no waste.

keep Heublein's on hand — always ready to serve

EXTRA DRY MARTINIS—
75 proof made with
pot still gin and finest
varied vermouth.
MANHATTANS— 65 proof
Eight other popular
kinds. All full strength.
G. F. Heublein & Bro.,
Hartford, Conn.

LITTLE MAN CONTINUED



WITH WASHINGTON teammates on dugout step, Pearson, who has just scored, watches Senators' rally.

"We haven't been going so well in exhibition games. But with the good Lord's help we can go right up the ladder and I hope to go up with them."



SENATORS' regular centerfielder in exhibition games this spring, Pearson leaps for ball in fielding practice.

"The first pro team I was on needed outfielders so I became an outfielder. After I fell over a wall catching a fly ball they decided I was big enough for the job."



Blowout Safety?

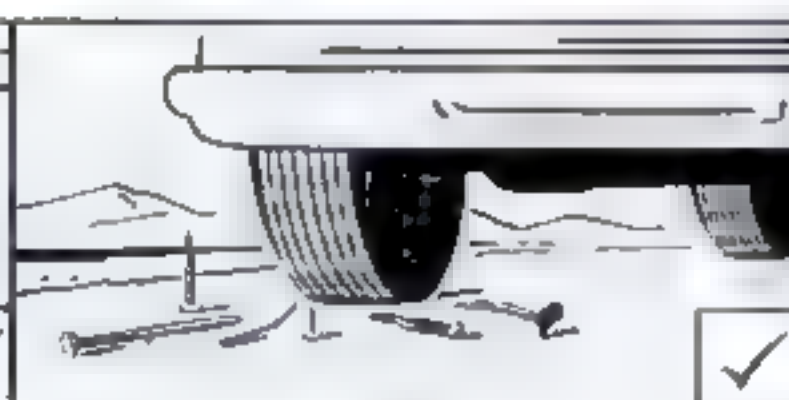
Puncture Safety?

Thruway Safety?

Skid Safety?



If you travel where you're likely to hit a pothole, you need the blowout safety of new U. S. Royal Safety First Tires...so strong they were used in landing a 21-ton airliner!



Driving where you're apt to pick up nails you need the puncture safety only new U. S. Royals give. With nails through their treads, they went 5,000 miles—with no flat!



Hour after hour of turnpike driving calls for the thruway safety of new U. S. Royal Safety First Tires. They have up to 8 times the cruising endurance!



In bad weather, on slippery roads, you need this new U. S. Royal skid safety. Thousands of traction edges stop your car up to 57.3 feet quicker!

you're first on all four with all-new

U.S. Royal Tires

These all-new U. S. Royal Safety First Tires are engineered with your safety as the first consideration. They have earned the name "Safety First" in 241-million miles of the most exhaustive testing in tire history. Dollar for dollar, mile for mile, they are the finest tires you can buy. See your U. S. Royal Dealer now.



United States Rubber

Rockefeller Center, New York 20, N. Y.

In Canada: Dominion Rubber Company, Ltd.

See things you never saw before. Visit U. S. Rubber's new Exhibit Hall, Rockefeller Center, N. Y.



New U. S. ROYAL MASTER
Mightiest of Safety 1st Tires -
with new Jet-Plane Tire Con-
struction.

New U. S. ROYAL SAFETY 8
Safety 1st Tire that costs no
more - first choice on finest
'58 cars

Isn't it time you tried
DECAF *feel wonderful* **COFFEE**

Decaf is the new way to enjoy coffee as much as you please and feel wonderful.

For Decaf is processed a new modern way to fill your cup with all the goodness that's in the coffee bean without disagreeable caffeine.

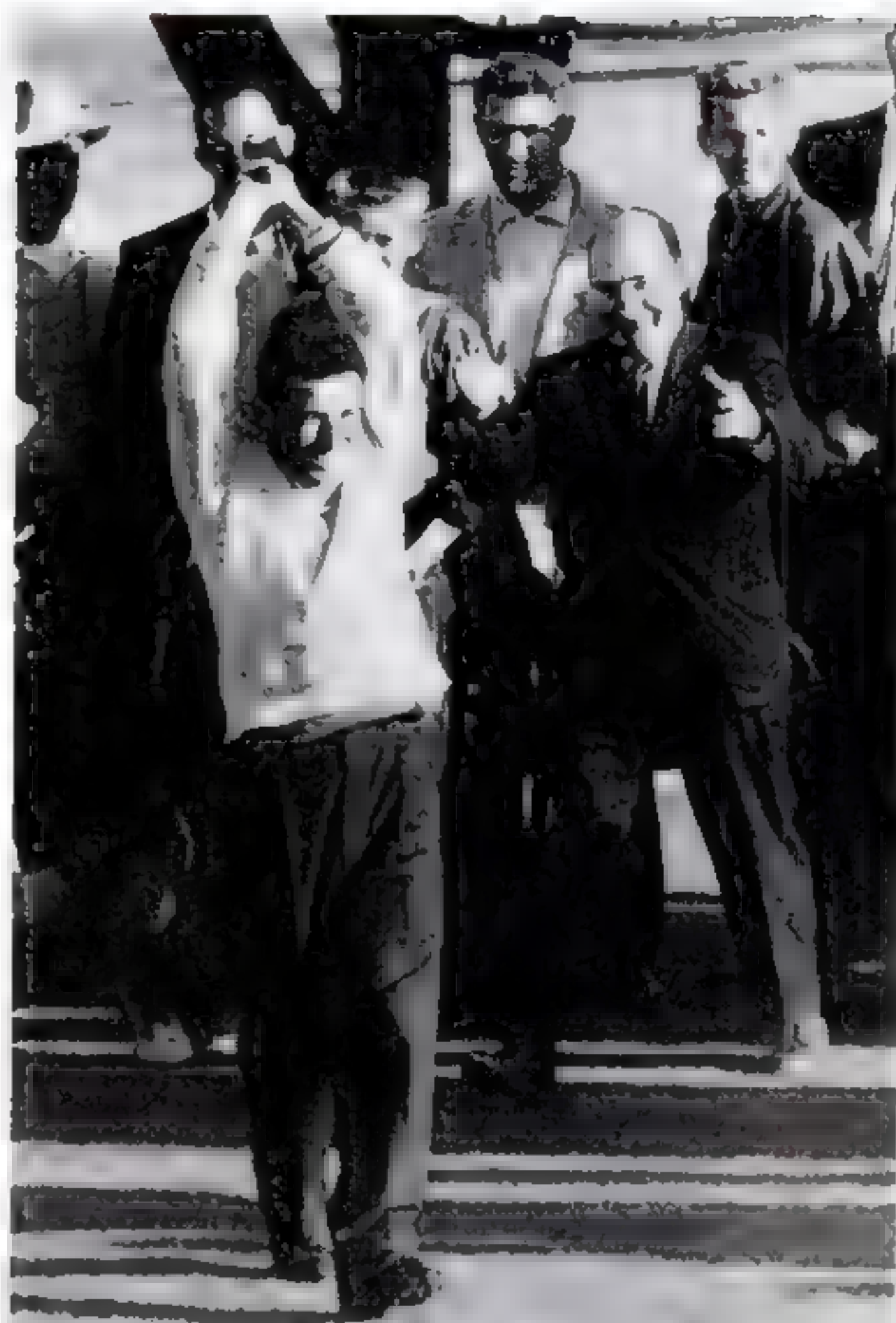


Decaf is a wonderful taste. Deep down smooth, clean. Never bitter. Get a jar today.

Decaf—the feel wonderful coffee



LITTLE MAN CONTINUED



AFTER sinking the winning putt, Pearson happily waves his club in the annual Ballplayers' Golf Championship.

"I taught myself to play golf—left-handed—when I was 12. I average about 75 and I really love to swing with all my might. I can outdrive most bigger men."



AFTER practice, Pearson walks to Orlando home with wife Helen and daughters Kim, 3, and Karee, 1.

"It's unusual for a rookie to bring his family. But my wife has always said she wanted to go to a major league training camp so I brought them along."

The Bel Air Sport Coupe with Body by Fisher. Every window of every Chevrolet is Safety Plate Glass.



YOUR PRIDE WILL PERK UP *whenever you're seen in your '58 CHEVROLET. One look at those low, wind-whisked lines and you know you're bound to be noticed. And you'll find still more to be proud of in the quick, sure way Chevy responds to your touch.*

Sure as it's a Chevy, you're going to be looked at when you drive this good-looker. Don't be surprised if you even hear a soft whistle of approval now and then. There's just something about Chevy's low, straining-at-the-bit beauty that makes people sit up and take notice.

The way this Chevrolet *moves* is something to be admired, too. Its quick-sprinting power, for example, and the reassuring way it keeps its poise, even on sudden dips and curves.

Another big reason you'll be prouder

of a Chevy is that it's the only honest-to-goodness new car in the low-price field. There's a new X-built Safety-Girder frame . . . new Turbo-Thrust V8* . . . new longer, lower Body by Fisher . . . a choice of new standard Full Coil suspension or a real air ride.* Cars just don't come any newer—or nicer—than this one.

Make it a point to stop by your Chevrolet dealer's real soon. What he's selling is high on pride but low on price. . . . Chevrolet Division of General Motors, Detroit 2, Michigan.

*Optional at extra cost.



NOW SHAMPOO YOUR

New Bissell Shampoo Master
cleans a 9x12 rug professionally
in 30 minutes at home!

A sensationally easy way to clean rugs and carpets at home is now drawing raves from all women who have used it or have seen it in action.

Bissell has now perfected a new Shampoo Master Applicator and Liquid Rug Cleaner that will give rugs professional-type cleaning at one-tenth the cost—as easily as using a carpet sweeper.

Stains disappear with a few easy strokes. Removes milk, coffee, greasy

food stains—and other stains that professional cleaning can remove.

Rugs and carpets can be shampooed three or four times a year, to bring up the colors like new, and prolong the life. Even pastel wall-to-wall carpeting is no problem now, with the new Bissell Shampoo Master method!

Come in and watch the rug cleaning demonstrations. You'll be amazed and delighted!

What homemakers say about Shampoo Master

"Saved me plenty!"

"The local cleaner gave us an estimate of \$80 for doing our wall-to-wall carpeting throughout the house. So I used the new Bissell Shampoo Master method. I'm delighted."

Mrs. Ellwood Bauhof,
Glenside, Pa.



"Took out greasy food stains!"

"I was told the Bissell Shampoo Master Rug Cleaner would take out every kind of stain professional cleaners could remove. Milk, soft drink and food stains came out instantly."

Mrs. Martin Smith,
Western Springs, Ill.



"Best cleaner I ever used!"

"It's easy to apply, the Bissell Shampoo Master simplifies it so much. My rug came out beautifully clean, soft and fluffy!"

Mrs. A. D. Rice,
Springfield, Pa.



"Cut time in half!"

"I know what I'm talking about, because I've often scrubbed my rugs on hands and knees. The Bissell Shampoo Master is fun to use!"

Mrs. C. Stoutjesdyk,
Grand Rapids, Mich.



SAFE for all types of rugs

Wool, cotton, nylon, rayon and other synthetics. Antique Orientals, too!



ODORLESS!

No need to air out your home after shampooing with clear, odorless Bissell Shampoo Master Liquid Rug Cleaner.

NONTOXIC!

Bissell Shampoo Master Liquid Rug Cleaner is nontoxic when used as directed. Harmless to humans and pets.

NONFLAMMABLE!

Shampoo Master Liquid Rug Cleaner is nonflammable. Stores safely, at room temperature, anywhere in the house.



Lady get off your knees! The Bissell Shampoo Master Applicator does all the hard work for you. No stooping, no scrubbing. No messy mop-ups with a towel. Your hands never touch the liquid cleaner or the rug!

Cleans a square foot for 1¼ cents

Each can of Shampoo Master Liquid Rug Cleaner will clean one-and-a-half 9 x 12 rugs, or 162 square feet of carpeting. You can save hundreds of dollars in cleaning bills over the years.

SPECIAL INTRODUCTORY OFFER

Bissell Shampoo Master Applicator \$14⁹⁵

Bissell Shampoo Master Liquid Rug Cleaner 1⁹⁸
(22-oz. can, enough to clean one-and-a-half 9 x 12 rugs)

Regular price \$16⁹³

BOTH FOR \$14⁹⁵

Slightly higher in Canada
Made and guaranteed by the makers
of famous Bissell Carpet Sweepers.



The Bissell Carpet Sweeper Co., Grand Rapids 2, Michigan

RUGS STANDING UP!

Easy as using a carpet sweeper! Simply push the Bissell Shampoo Master Applicator over your rug or carpet. A trigger in the handle releases the liquid rug cleaner which sponges deep into the fibers of the rug, removing all soil and stains. When rug is dry, simply vacuum. Rug is bright and clean as new!



NEW BISSELL SHAMPOO MASTER Applicator and Liquid Rug Cleaner



What do eggs scramble for?

Hunt's of course!

*...because Hunt's is rich and thick
and spiced with imagination!*

Hunt Foods, Inc., Fullerton, Calif.

BINGO

TELEVISION



BINGOMASTER Monty Hall holds numbered Ping-pong ball drawn from hopper in WABD studio. After showing it to viewers, he puts it on master board.

BINGO FANS gather to play in New Jersey Catholic school. To give all guests unobstructed view, nine TV sets were distributed around student cafeteria.

FOR TV: BINGO!

Hit in New York, the game goes national

A new version of a well-aged gambling game is about to turn television into a huge lottery. After a successful tryout in New York, television bingo will soon be played on local stations from coast to coast. The master game (above) is played in the TV studio. Players at TV sets write in their telephone numbers at the top of their cards and fill the columns below each digit with the numbers that follow it. Thus, if the viewer's telephone number was 4-7836, the numbers in the first column, following 1, would be 5, 6, 7, 8 and in the second column, following 7, 8, 9, 0, 1. As numbers are drawn in the studio, players at home mark their cards.

The thousands of daily winners send postcards with their phone numbers to the studio. There the cards are heaped into a hopper from which a few prizewinners are drawn. For winners there is a full range of loot, from mink stoles to miniature cars to aquariums of tropical fish. With the loot, however, go some worries. Whether televised bingo is legal where live bingo is banned by law has already set off one lively legal squabble.

CONTINUED



the friendly "Pepper- Upper"



It's tops! Dr Pepper's
satisfying flavor perks you up
the right way, the bright way.

America's most *distinctive* soft drink.

Served frosty-cold from dispensers and soda fountains.

Truly, the friendly Pepper-Upper that never lets you down.

Dr Pepper
frosty. man, frosty!

© Dr Pepper Company, 1958

BINGO! CONTINUED



SIDEWALK PLAYERS gather around a New York appliance store which displayed TV sets in bingo-board fashion and tuned all sets to bingo show.



HOSPITAL PATIENTS in New Jersey are joined by nurses as they play game. Patients in beds find it unnecessary to see the screen to mark cards.



BINGOISTS AT BAR on New York's Second Avenue seldom talk and drink little as they watch screen. Bartender eventually joined them in playing game.

CONTINUED



Look for this famous Stag trademark when you buy insurance.

The picture of strength ...strength for your protection

In the early days of Hartford Fire Insurance Company, people looked on insurance with some skepticism. Then on December 15, 1835 something happened which changed their attitude almost overnight...

It was the fire that destroyed New York. At one stroke, this disaster wiped out practically all that had been built up in years of painstaking effort. Homes. Businesses. Hopes.

In those days news traveled slowly. Word of the fire did not reach the home office of the Hartford until the next day.

Hartford's president, Eliphalet Terry, started for the stricken city at once. It was a bleak, uncomfortable ride—108 lonely miles over snowy, wind-swept roads! In an open sleigh. With the temperature hovering around zero the whole time.

In New York, he found glum men milling about in smoldering ashes. President Terry approached group after group, saying simply and directly that the policies of the Hartford were good as gold, that he had come to pay claims.

His message spread. Through the crowds. Through the city. It carried comfort and encouragement, and gave new hope to saddened people.

President Terry made good his words. By February, every last Hartford policyholder had been located, his loss paid.

In the years that have passed since this episode, the same "spirit of service" to policyholders in trouble remains unchanged. It is typical of the attitude the Hartford takes in all dealings to this day.

Now, as then, the Hartford's famed trademark, the Stag, means strength for your protection.

You get all three when you're insured through a Hartford Group Agent

1. Peace of Mind. The Hartford is a financially strong, soundly managed organization with a 148-year record for prompt and fair loss payments.

2. The Best of Professional Help. Hartford Agents are trained, experienced insurance men. They are fully qualified to advise and serve you on all forms of insurance and bonds.

3. Service That Meets Your Needs. The Hartford serves you through 33,000 Agents and 9,500 staff members. Look to the Hartford wherever you are, for whatever type of protection you need for your home... car... family... farm... business.



Year in and year out you'll do well with the

HARTFORD
Fire Insurance Company

Hartford Fire Insurance Company
Hartford Accident and Indemnity Company

Hartford Live Stock Insurance Company

Citizens Insurance Company of New Jersey, Hartford 15, Connecticut
New York Underwriters Insurance Company, New York 38, New York
Northwestern Fire and Marine Insurance Company
Twins City Fire Insurance Company, Minneapolis 2, Minnesota

GROUP

Spring into action! Do-it-yourself
around the house this Spring—and do
it easily, comfortably, enjoyably
—in Leesures!



Everywhere you go...

you see
Lee

Chetopa Twills and Riders

Because they fit better, look better, wear
longer, millions work and play in Lee!

They like to get pushed around—these handsome,
hardy Leesure clothes. Chetopa Twill slacks (with matching
shirt if you like) are trim, tailored-to-fit, and built-to-last!
Figure-flattering Ladies' Lee Riders (genuine Western Jeans)
are easy-fitting and downright rugged. Both have
20 Tough-Tailored Extras! Sanforized for perfect,
permanent fit. Satisfaction guaranteed or your money back,
OR NEW GARMENT FREE...No wonder you see Lee everywhere!

LEESURES: FASHION FAVORITE CLOTHES BY LEE. COPYRIGHT 1958



BINGO! CONTINUED



EMBATTLED PRIEST. Monsignor Peter B. O'Connor greets players in
his parish. He said state bingo commission treated them like racketeers

A SQUABBLE IN A PARISH

When bingo is telecast from New York, it can be seen seven miles
away in Our Lady Queen of Peace school in North Arlington, N.J. The
state's bingo commission banned the game there, charging cash prizes
were illegally paid at a church bazaar. To ridicule the ban, Monsignor
O'Connor invited his parishioners to play the game on TV in his
school. As the state considered what action to take against the priest,
one sympathetic state senator called for an investigation of the com-
mission. "Bingo!" cried the monsignor, "and God bless that senator."



DELIGHTED PLAYER on New York sidewalk shouts "Bingo!" as he
watches store-window TV set come up with number he needed to fill his card.

One side, '58 Corvette, cleaned *and* waxed



VISTA TIME: 18 minutes

DURATION: up to 6 months



Simoniz makes it as only Simoniz can—VISTA, for tough real paste wax beauty and protection. VISTA is real paste wax with cleaner in it—*turbo-whipped* so it spreads smoothly, dries and wipes off quickly. One easy application cleans, shines and protects your car for months... *try it.*

SIMONIZ MAKES IT



Swing into Spring



Here's how your Texaco Dealer gets you set for Spring, saves you money, and helps to assure safer driving for your family.

1. He Safe T checks and services your lights, tires, radiator, battery, brake fluid, and other potential trouble spots. **2.** He leaves nothing to chance, lubricates by chart, and gives you a record of work done. **3.** He cushions the chassis with Marfak, for quieter riding, easier handling, greater comfort. **4.** Services your automatic transmission—uses Texamatic Fluid. **5.** And—to protect your engine, Havoline Special 10W 30 the all-temperature motor oil. This is the revolutionary new motor oil that thinks for itself—to save you thinking about seasonal grades! **6.** Finally, your Texaco Dealer fills 'er up with top octane Texaco Sky Chief Supreme with Petrox . . . or lively-powered, regular-price Texaco Fire Chief gasoline. Both are 100% Climate-Controlled!

THE TEXAS COMPANY

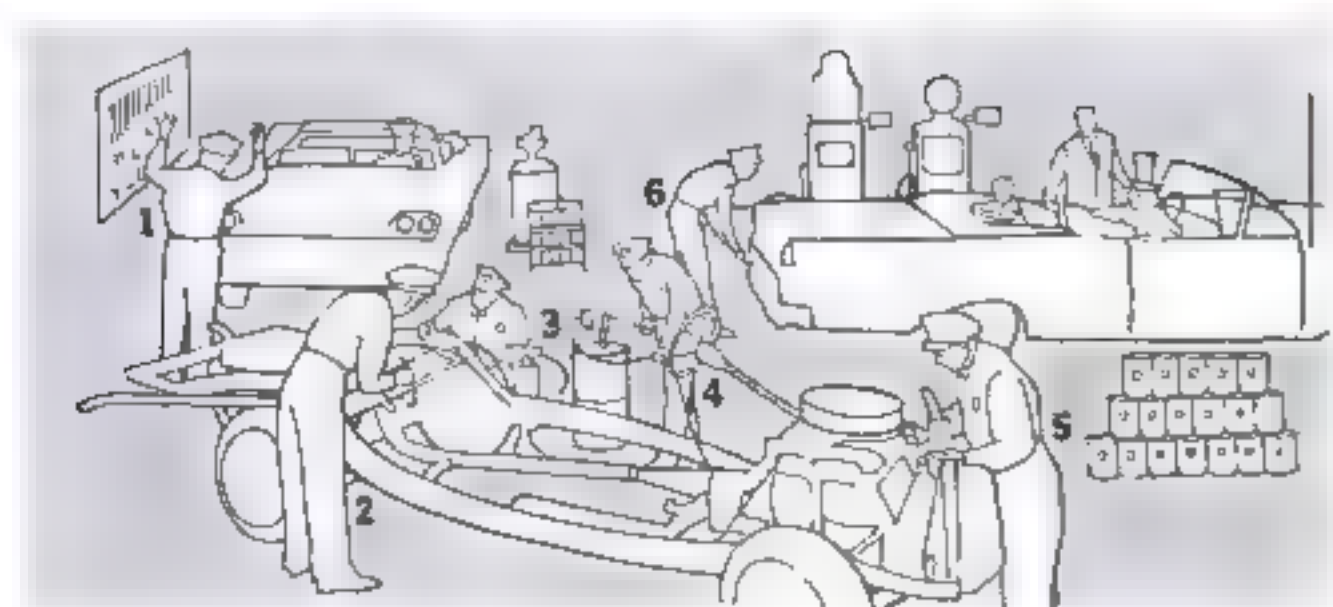
...with a *Texaco Safe-T Check-up*



Special **BENNY GOODMAN**
"Swing into Spring" Collector's Album

\$1.29 Value Get your money-saving coupon
only **50¢** from your Texaco Dealer

TUNE IN the "Swing into Spring" show w. Benny Goodman
and other big name stars NBC TV - Sat. Wed. Apr. 9-10



TEXACO

DEALERS in all 48 states

Texaco Products are also distributed in Canada, Latin America, and Africa

TUNE IN METROPOLITAN OPERA RADIO BROADCASTS SATURDAY AFTERNOONS ABC



Make a marvelous midday meal with
real Italian-style **CHEF BOY-AR-DEE®** Ravioli

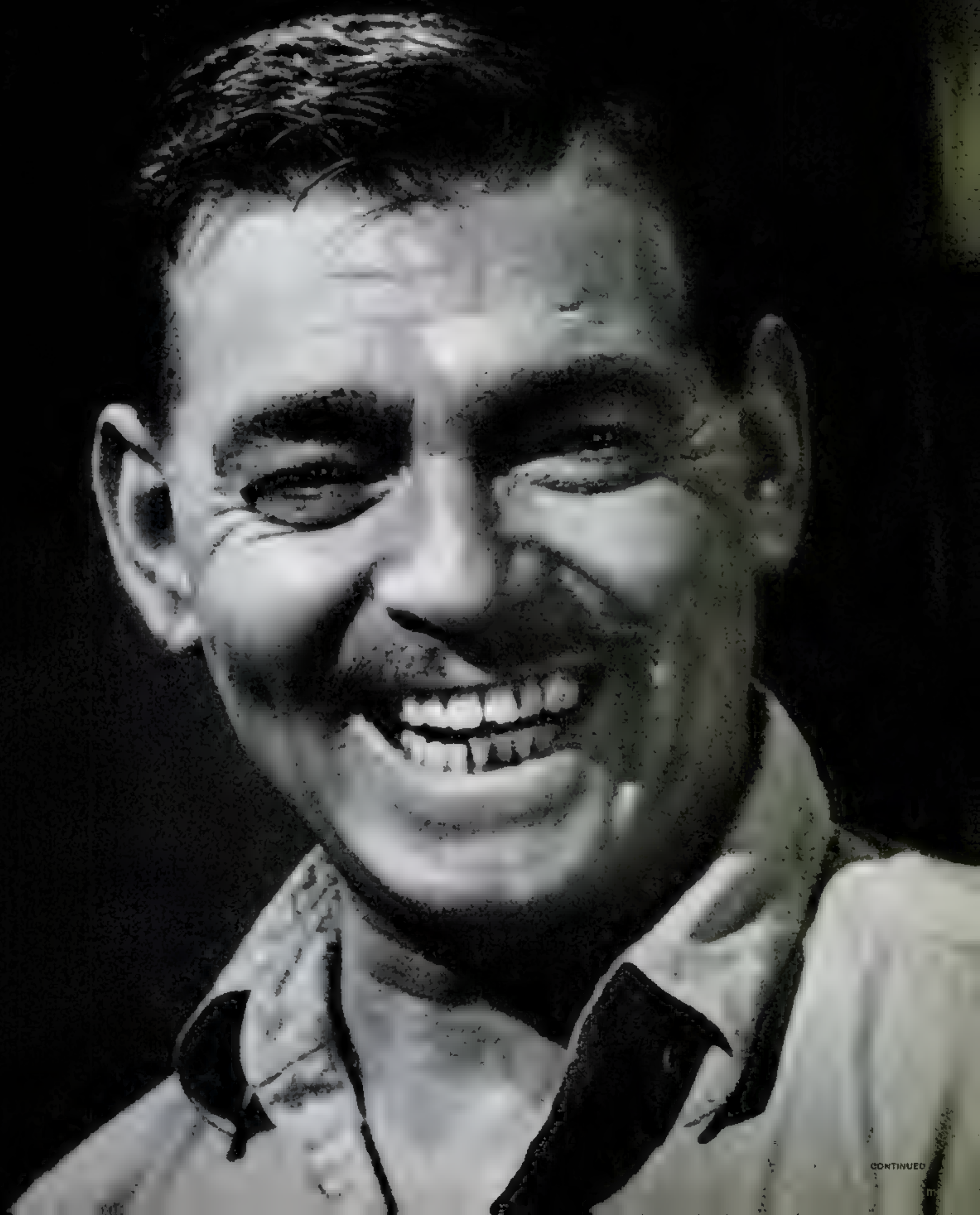
This tantalizing dish sets a sunny Mediterranean mood. Tender macaroni pies filled with juicy beef are smothered in a rich tomato sauce... simmered to perfection the Portofino way and priced at about 14¢ a serving. In the 2-serving or economical 5-serving family size.



Now available in Canada

MOVIES

THE INDESTRUCTIBLE GABLE



CONTINUED



Carry it by its built-in brass handle. Set it down—and it makes itself at home. Picture sizes: 17" overall diagonal; 150 sq. in. viewing area. Model 17P105

New Sylvania portable TV matches your furniture

Here is portable TV expressly styled for your living room. It comes in your choice of two grained finishes that complement

your furniture. It has a big screen to welcome a host of viewers.

You'll enjoy the added pulling power you get from the world's longest dual antennae. You'll marvel at the clear, steady pictures brought in by the Sylvania S-110 Chassis and 110° Silver Screen 85 Picture Tube—the tube that made slim TV possible

See the full line of Sylvania portable TV—from \$149⁹⁵*

*Manufacturer's suggested retail price

Special Console Offer

Set it down on its matching base, and your furniture-finished portable becomes a handsome console. Clever swivel-tilt base is offered with this portable—for a limited time only—by most Sylvania dealers in the U.S.A. who display this symbol of value...



Base swivels completely around—tilts up and down

SYLVANIA

... fastest growing name in sight

SYLVANIA HOME ELECTRONICS: 700 ELLICOTT ST., BATAVIA, N. Y. A division of Sylvania Electric Products Inc. Lighting • Television • Radio • Electronics • Photography • Atomic Energy • Chemistry-Metallurgy In Canada, Sylvania television manufactured and distributed by Sylvania Electric, Canada, Ltd.

GABLE CONTINUED

FILM 61: FUN LOVER

For more than a quarter of a century Clark Gable's persuasive charm has drawn movie-lovers by the millions. Radiating the good-humored masculine appeal caught in the portrait on the preceding page, he had something for everybody. For ladies he was the great lover; for men he was the hard-fighting man's man; for both he was the fun-loving comedian. Now in two films—the 61st and 62nd of his career—he proves that despite his 57 years he is still the indestructible all-around charmer. In Paramount's *Teacher's Pet* he plays a tough editor, lured from his strip-tease sweetheart by a lovely teacher of journalism. In *Run Silent, Run Deep* (p. 62) he is a submarine captain on war patrol.



TWO FOR ROAD, two soused swains (Gig Young and Gable) of *Teacher's Pet* (Doris Day) leave nightclub after trying to drink each other under table.



END OF ROAD finds Gable helping rival to bed. Gable won his Oscar playing a newspaperman, in 1934's memorable comedy hit *It Happened One Night*.

CONTINUED



THE
STAMP
OF
LEADERSHIP

On the Tips of His Toes

Here's a young man adjusting himself to the long view. From where he stands it is overwhelming. Yet it's the same long view being taken by a notable number of Americans who want to make their lives enjoyable and profitable in the bargain.

They have discovered that New York State is an ideal place for both work and play. It is a mature state. It has spirit . . . vigor . . . friendliness.

Progressive and varied, New York State is one of the finest parts of the country in which to live, to conduct a business or to spend a vacation.

New York State has publications that enlarge on these points. Write Edward T. Dickinson, Commissioner of Commerce, Room 113, 112 State Street, Albany 7, New York. Say whether your thought is a vacation, starting a business of your own or locating a new plant.



STATE OF NEW YORK
AVERELL HARRIMAN
Governor

Special Offer

to introduce the most popular Eureka ever built

EUREKA

GOLDEN CROWN

with extra-deep, penetrating cleaning power

This \$19⁹⁵ STORAGE HASOCK
FREE with your new EUREKA
(Model 960), complete with tools



Limited offer!
Hurry to your
Eureka Dealer!



HANDSOME...
AND SO HANDY

- Stores cleaner and tools
- Perfect for blanket storage
- Use as toy box, TV hassock
- Sturdy and washable

Eureka's powerful suction penetrates deep, deep down where the dirtiest dirt lodges.

It's the big new 1-H.P. motor that does it. Super-suction gets the embedded grit, picks up lint and dust—instantly! And Eureka's new rug tool actually slides along on "glider shoes"—fluffs up nap a foot wide with every stroke of its long, floating brush.

You'll love the advanced new features—a twin exhaust, a double-size throw-away paper dust bag. Swivel top and 4 swivel wheels—no toting or tugging. Deluxe 8 piece set of cleaning tools. Includes big floor brush not available with most cleaners. See a store demonstration now. This special offer in lieu of trade-in allowance.

EUREKA WILLIAMS CORPORATION

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EUREKA

SAVE
\$20

Save \$20 on the new Eureka 2 speed Super Automatic Up right (Model 260). Beats, sweeps and suction cleans. Regularly \$89.95. Now, with your old cleaner, only \$69.95



GABLE CONTINUED

FILM 62: TOUGH GUY

Gable's second current film, *Run Silent, Run Deep*, a Hecht-Hill-Lancaster production, is based on a novel of submarine warfare by Captain Edward L. Beach, onetime naval aide to President Eisenhower and a wartime submarine skipper himself. In the movie Gable plays the captain of a submarine, who, to revenge the crews of sunken submarines, violates orders and takes his craft into dangerous waters near the Japanese coast. His executive officer, played by Burt Lancaster, at first resents the captain but is won over to his tactics and triumphantly carries them out. The film is good Gable—and a convincing look at the terror-filled hours submarine crews spent in battle.



IN CONNING TOWER the injured captain (Gable) listens as executive officer (Lancaster) snaps orders. Lancaster has taken over command of the craft.



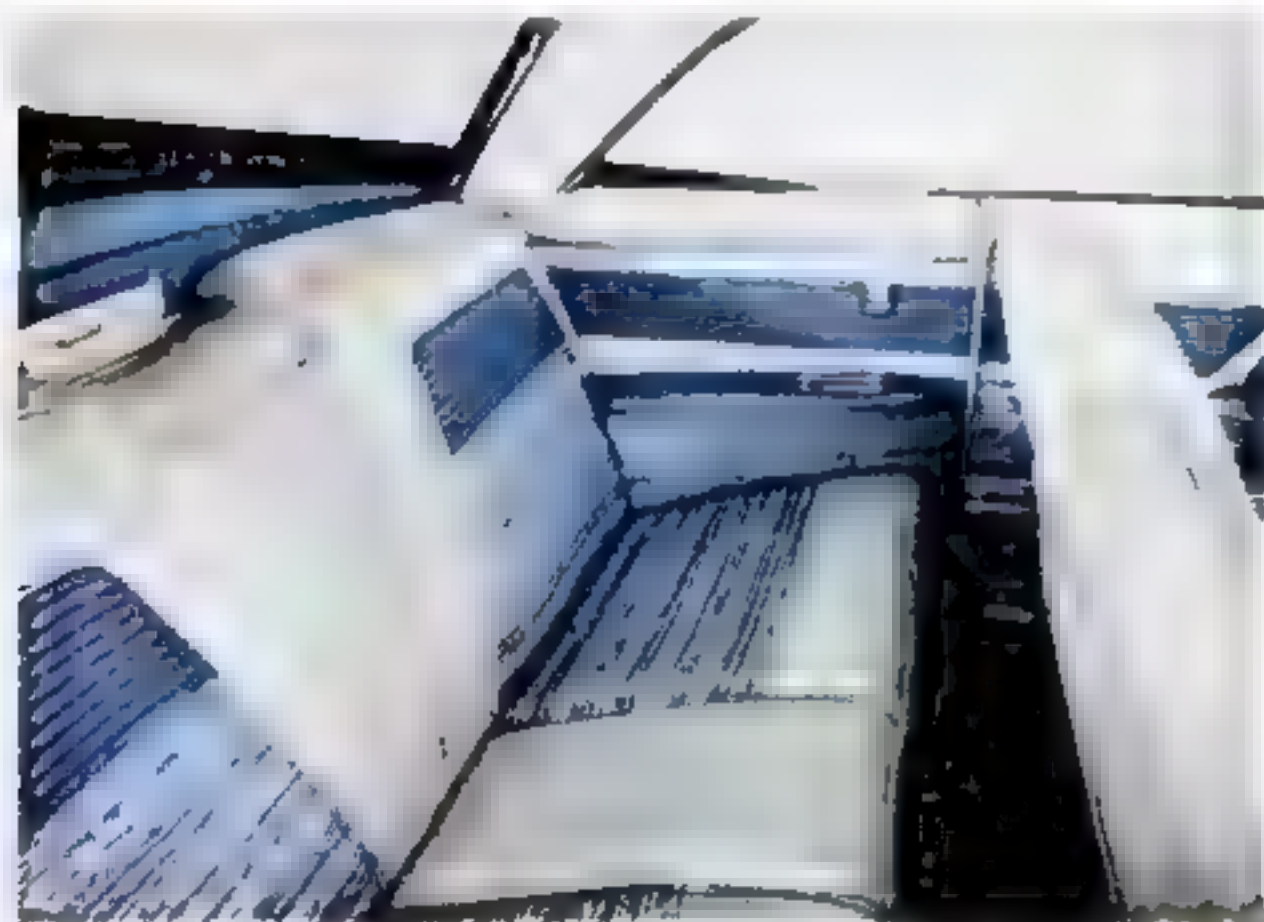
UNDER ENEMY ATTACK Gable studies the boat's instruments. His realization that enemy is actually another submarine wins the battle for his boat.

“Best dressed car
of the year!”

says *Jeanne Crain*,
lovely film star



De Soto F convertible in one of its new
spring color combinations—heather blue and
pearl white with matching interiors.



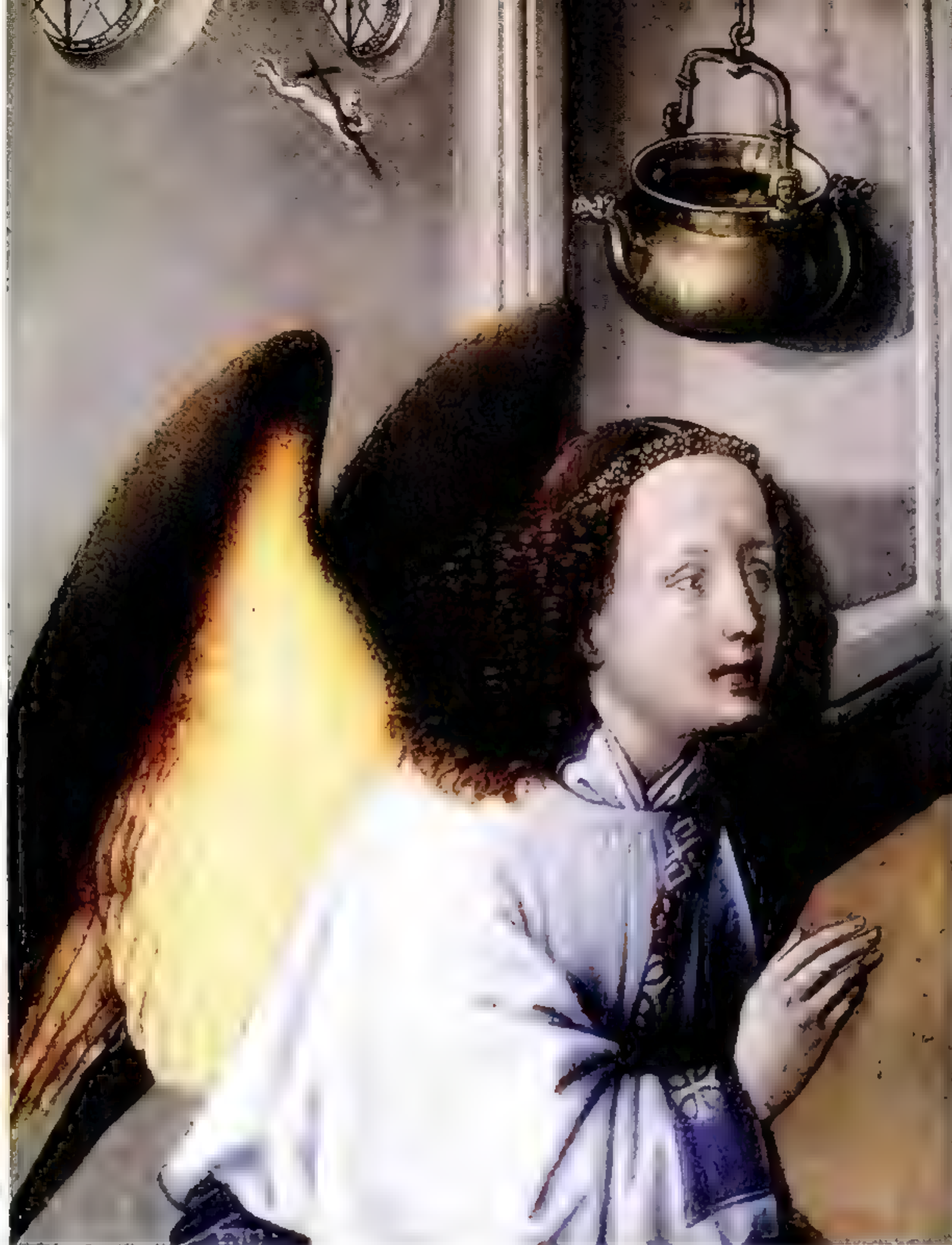
...and so practical, too! Modern De Soto upholstery fabrics and washable vinyl keep their good looks—even when the family includes several active youngsters.

Turboflash V8 engines are designed to give you outstanding performance that is quiet and economical mile after mile. De Soto Torsion-Aire ride—yours at no extra cost—carries you smoothly over superhighways or super-ruts. Driving a De Soto is push-button simple. Parking is fingertip easy.

The cost of a new De Soto is practical, too—a wide range of prices starts just above the lowest. See your De Soto dealer today. You'll be glad you did.

most car per dollar — **DE SOTO**

De Soto Division, Chrysler Corporation.



WORLD OF GOD is represented by several images in this detail from altarpiece. In the center is Angel Gabriel. Above him hangs a bronze basin, medieval symbol of the Virgin's purity. At top left is image of Christ Child gliding in on sunbeams representing light of God. He bears a cross, sign of His Crucifixion.

WORLD OF MAN as it appeared in 15th Century Flanders is glimpsed through open windows. This detail from a panel of the altarpiece is reproduced twice the actual size of the painting. It presents a captivating view of the gabled houses and the citizens strolling the cobblestone streets of a typical Flemish town.

A Medieval Masterwork of Hidden Symbols

METROPOLITAN MUSEUM BUYS WORLD-FAMOUS FLEMISH ALTARPIECE

The angel above, wearing a look of holiness, and the busy city street scene opposite seem images of two separate worlds—of God and of man. But when they were painted by a Flemish master 500 years ago, these worlds were marvelously intermingled: the spirit of God was seen beneath almost every aspect of reality. The angel and street scene are in fact details from a single work, the world-famous Mérode altarpiece, one of America's greatest recent art acquisitions. Named for the Mérode family in Belgium to whom it once belonged, it was purchased from Belgian owners

for more than \$750,000 by New York's Metropolitan Museum of Art.

The sale of the Mérode altarpiece raised a furor in Belgium where art officials were outraged that such a landmark of Flemish painting should leave their country. But in Belgium the painting had long been hidden. Now, installed in the Metropolitan's Cloisters, it is at last accessible to the public. In its panels it reveals with jewel-like clarity the secular world of 15th Century Flanders. But its secular scenes veil a complex world of Christian symbols which endowed medieval life with mystical wonder.



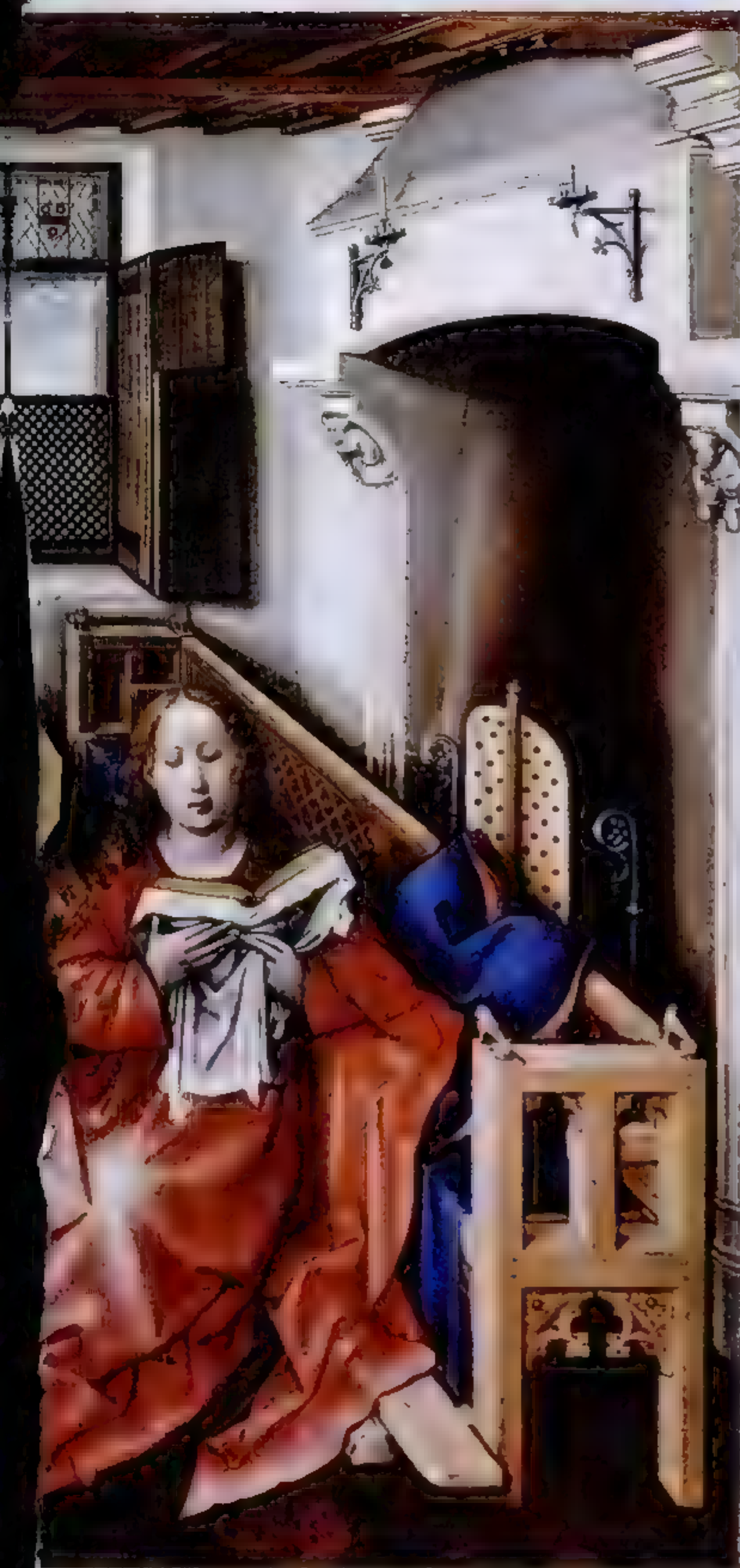


REALISM AND REVERENCE

The Mérode altarpiece, shown in its entirety above, is small in scale (26 by 46 inches). Its authorship has long been debated but many scholars now believe it is by Robert Campin, a prominent painter of the town of Tournai, who probably completed it around 1420. In its own day it was recognized as

a masterpiece. Other Flemish painters like Jan van Eyck came to study it and Flemish sculptors copied it in stone.

The central panel of the altarpiece portrays the Angel Gabriel announcing Christ's Incarnation to the Virgin Mary. The panel at right depicts Joseph, and the panel at left shows



IN THREE SMALL PANELS

the donor of the altarpiece kneeling beside his future wife.

The subject of the Annunciation was a traditional one for art of the Middle Ages. But the artist of the Mérode altarpiece revolutionized medieval painting when, in a burst of realism, he presented the scenes as if they were taking place

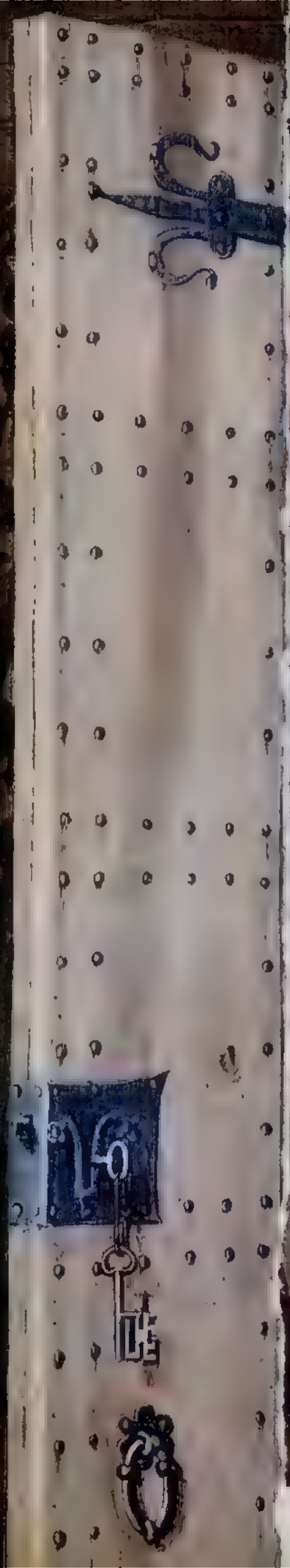
in his own day. Mary sits reading in a cosy Flemish sitting room flanked on one side by a medieval walled garden and on the other by Joseph's tool-strewn carpentry shop. On the following pages LIFE explains the spiritual symbolism which lies behind some of the details of these vividly realistic scenes.





CHASTITY OF MARY is symbolized by the lily and by the towel, partially visible at left. Candlestick also represents Mary, for it holds the candle, Christ's body. The candle's flame, symbol of Christ's divinity, has just gone out, an allusion, perhaps, to Christ's assuming human form.

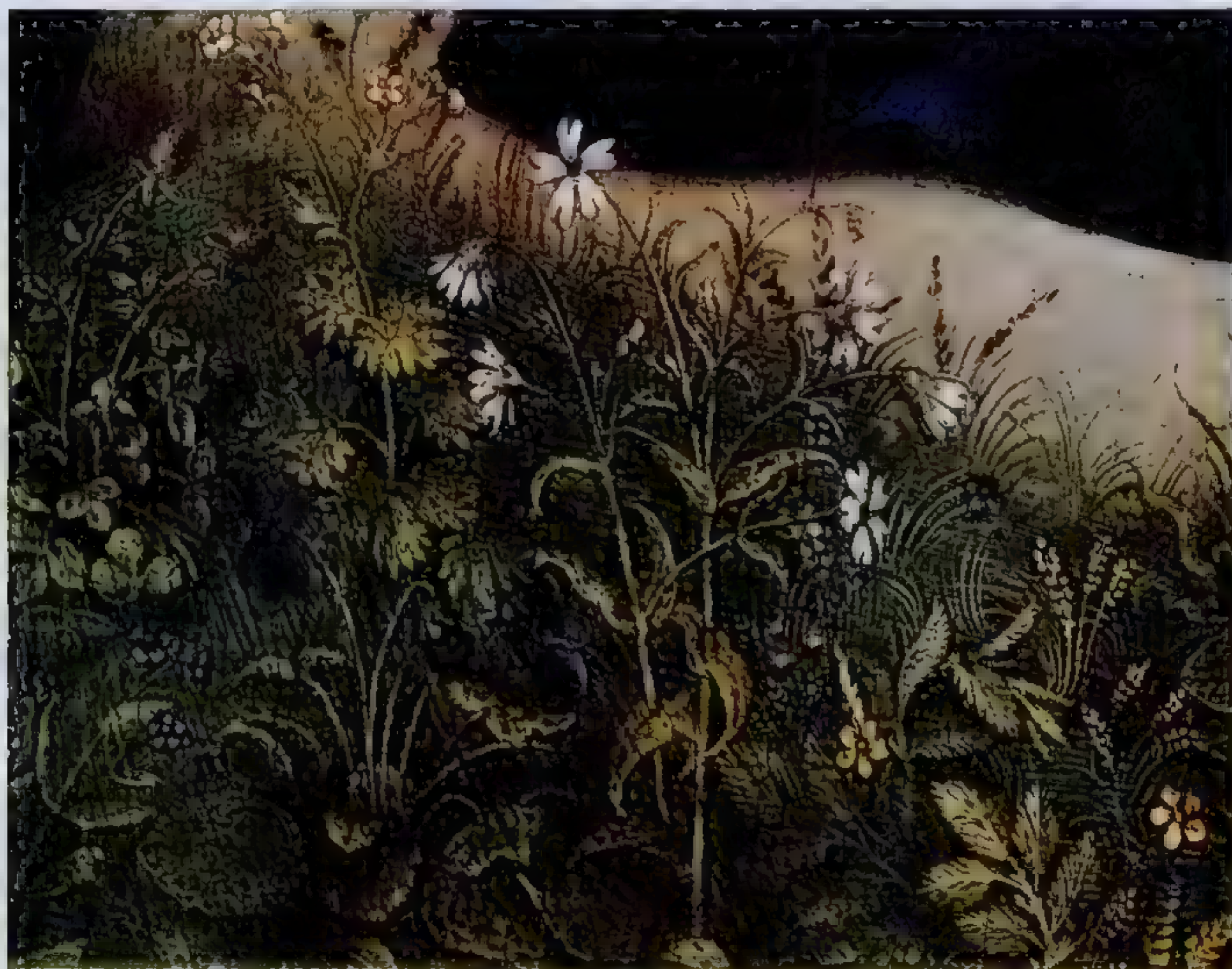
CLEANLINESS OF MARY is indicated by the white cloth in which she holds prayerbook. The Middle Ages made much of Mary's cleanly ways. According to one medieval author, she was a good housekeeper who "washed the things that were there to be washed and cleaned what needed cleaning."





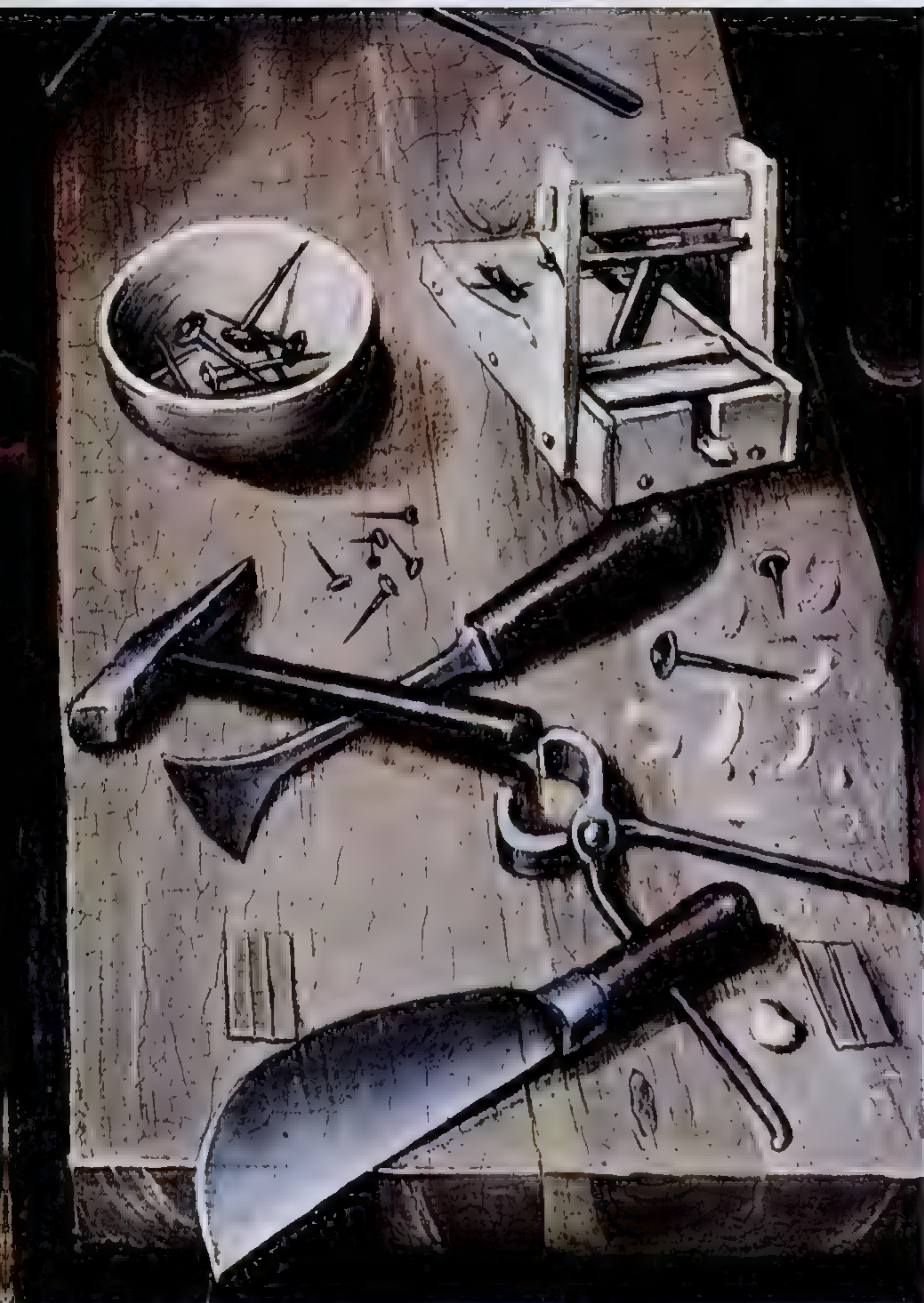
BRICK WALL enclosing the garden derives from the Song of Songs: "A garden enclosed is my sister," alluding to the virginity of Mary. Perched on

wall in center is a goldfinch, which the artist may have included as a symbol of Christ's crown of thorns because of bird's fondness for thorny plants.



OPEN DOOR includes series of symbols. Door is hope, lock is charity, key is "desire of God" according to revelation of St. Bridget of Sweden. Rosebush is not a symbol of Christ's martyrdom and Mary's love. At far left is a bearded citizen believed to be broker who arranged the donor's marriage.

SPRING FLOWERS, which recall the time of year when the Annunciation took place, are references to the Virgin. The violets and daisies stand for Mary's humility, forget-me-nots for her eyes. According to St. Bernard, the abbot of Clairvaux, Christ wished to be conceived "of a flower in the time of flowers."



JOSEPH'S TABLE, laden with tools, displays a mousetrap which relates to complex concept of St. Augustine that Christ's human form fooled the devil as bait fools mice. His Crucifixion, which atoned for man's sin, was the trap which caught the devil.

JOSEPH'S WORK, boring holes in a block of wood, suggested to Christians of medieval Flanders the spike-blocks, bristling with nails, which they believed were hung by cords from Christ's waist to stab and torment him on his way to Calvary.



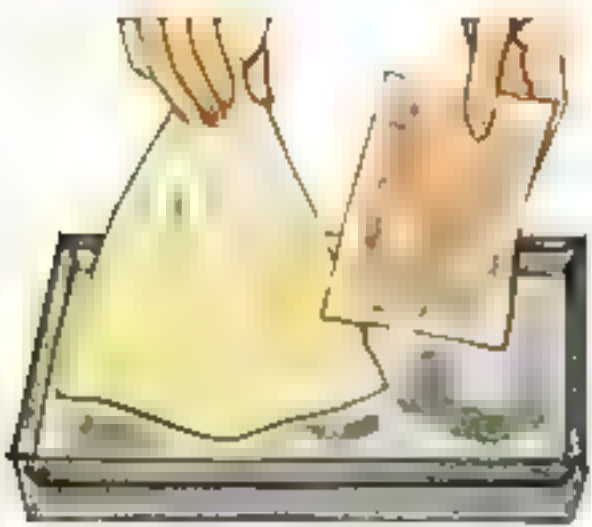


New mix from Aunt Jemima!



Homemade Cinnamon Coffee Cake

Yes, really homemade!



You get all four—Mix, Cinnamon Topping, throw-away Mixing Bag and Baking Pan. Add only egg and milk and blend in the bag.



Pour batter into special pan that needs no greasing. Add the cinnamon topping. Bake wonderful Coffee Cake—no mess, no dishwashing.

Made this new *fun* way...
no bowl or pan to wash!

Homemade coffee cake—hot and heavenly good! Who wouldn't prefer to make their own this new fun way?

And you can make a new and different Aunt Jemima Coffee Cake every week! There are recipes in the package for all your favorites, including Apple Coffee Cake, Honey-Butter Coffee Cake, Toasted Almond Coffee Cake and others. Each mixed in seconds and no dishwashing!

How about getting some Aunt Jemima Coffee Cake Easy-Mix for this Sunday?



Look for this sparkling foil package. You'll find Aunt Jemima Corn Bread Easy-Mix on the same shelf.



AT MINIATURE LAUNCHING SITE NEAR RICHMOND, VA. ALPHA 1 TOY ROCKETS RISE IN WELL-CONTROLLED PATTERN

A SAFE TOY MISSILE

In its regular business, Experiment, Inc. of Richmond, Va. engages in serious research on U.S. missile programs. Now it has come out with a by-product that the missile age has made necessary, a toy rocket that satisfies juvenile scientists without imperiling them. *Alpha 1* is a scientifically designed 10-inch plastic rocket that soars 200 feet, using a harmless mixture of citric acid and bicarbonate of soda.

The toy, now manufactured by Scientific Products Co., sells for about \$5, has its own launching pad and aiming shaft. The user fills the rocket chamber with citric acid and water, adds the bicarbonate, counts out 60 seconds to let the mixture generate carbon dioxide gas, then pulls a remote control cord which frees the missile from its base. The fuel cannot explode, ignite or even cause any harm if swallowed.

CONTINUED

FITCH Hair Care SPECIAL OFFER!



**84¢
VALUE!**

59¢ FITCH Dandruff Remover SHAMPOO
25¢ FITCH HAIR DRESSING

**BOTH
ONLY 69¢**

(WHILE COMBINATION SALE LASTS)

**SAVE—while you get rid of
EMBARRASSING DANDRUFF
without harsh medication
(get well-groomed hair too)**

There's a big saving on two famous Fitch hair-care products at stores everywhere! Look what you get! A regular 59¢ bottle of Fitch Dandruff Remover Shampoo *plus* a 25¢ bottle of Fitch Hair Dressing—a whopping 84¢ value for only 69¢ (plus Fed. tax)!

And, whether you're a woman or a man—you'll welcome the chance to solve your dandruff problem, get the well-groomed hair you want. New Fitch Shampoo gets rid of embarrassing dandruff *without harsh medication* (floats it gently, thoroughly away). And you'll like Fitch Hair Dressing—contains lanolin, helps condition hair as it grooms! Get your Fitch bargain combination!

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FLEISCHMANN'S IS THE BUY



90 PROOF is WHY!

Most blended whiskies today are no more than 86 Proof. But Fleischmann's is a full 90 Proof! This is why you get more flavor—more enjoyment—more satisfaction in every drink.

Even more—Fleischmann's sur-

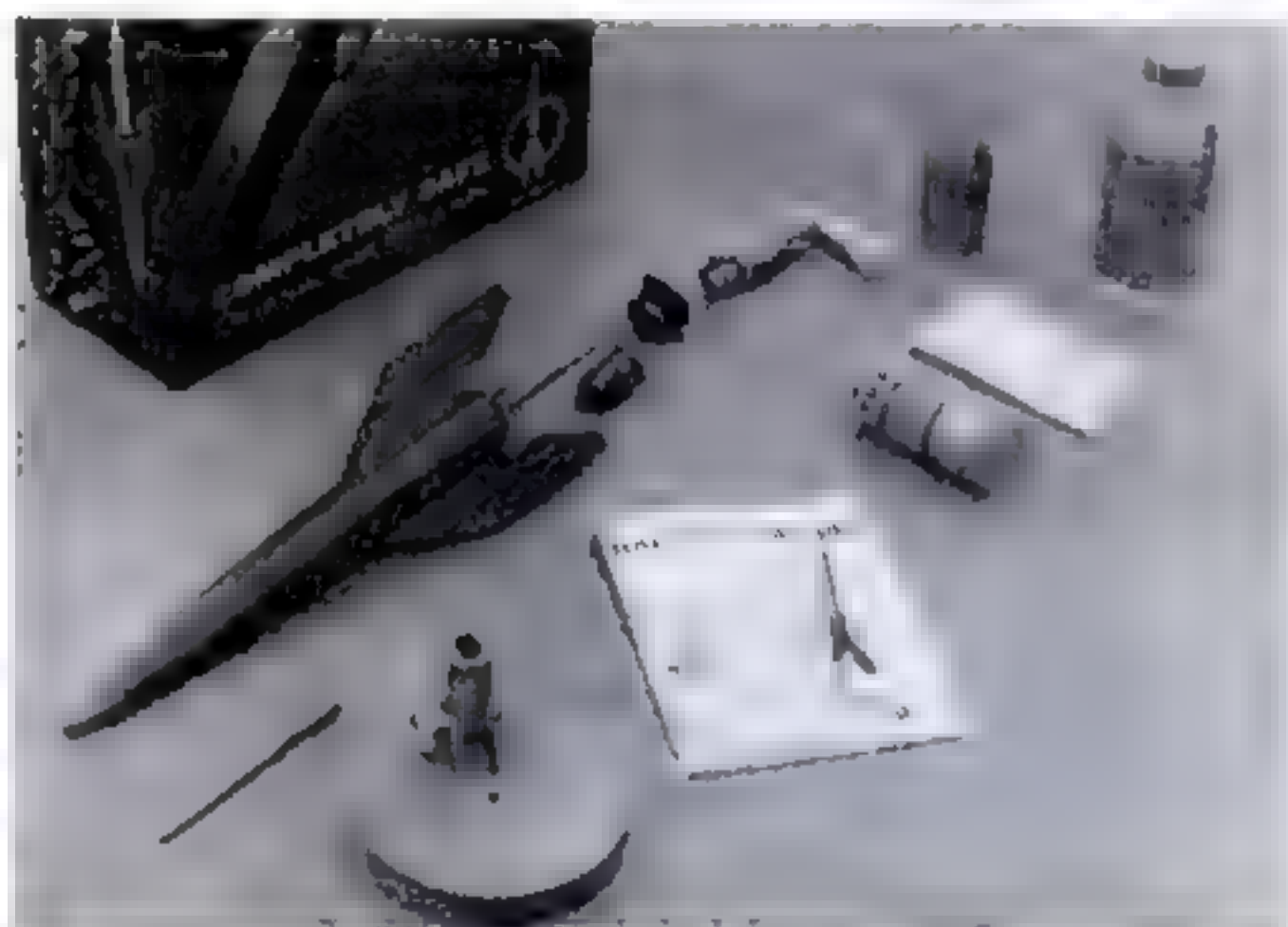
prising mildness and exceptional smoothness tell you that you're getting the highest quality in every bottle. Top this off with Fleischmann's rare value, and you'll agree that Fleischmann's is America's outstanding whiskey buy today!

BLENDING WHISKEY • 90 PROOF • 65% GRAIN NEUTRAL SPIRITS
THE FLEISCHMANN DISTILLING CORPORATION, NEW YORK CITY

TOY MISSILE CONTINUED



ALPHA'S DESIGNERS, missile scientists, are (left to right) Thomas Tyson, James Mullen, company president, Roy Jukes, Robert Wolf, Jerry Burke Jr.



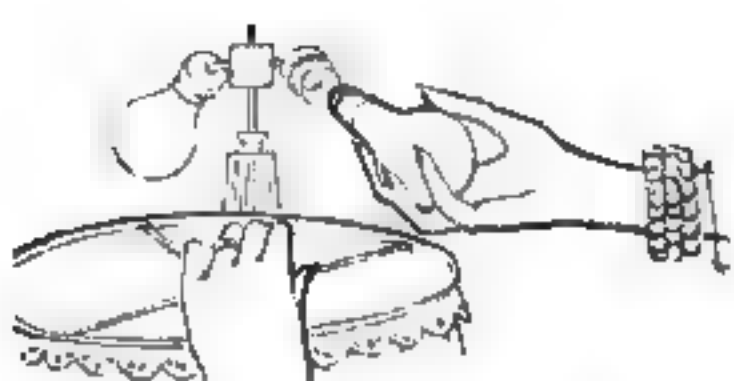
COMPLETE KIT shows (clockwise from left foreground) launching pad, base pivot pin, plastic missile body with rubber nose cone, motor chamber, nozzle plug, release latch with remote control cord, glass bottles for mixing fuel, package of citric acid, container of bicarbonate, instruction booklet.



MOTOR CHAMBER is filled by Mickey Tyson, 9, with bicarbonate powder. It is then inserted in rocket body where it mixes with liquid fuel to make gas.

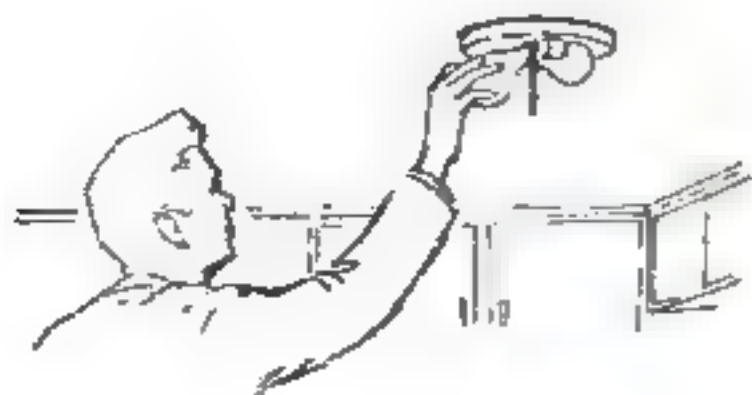


Best Bulbs for Spring Planting!



PLANT 'EM IN LAMPS

Weed out dead bulbs, fill empty sockets, and watch your family's grateful faces light up! You should have at least 150 watts for reading.



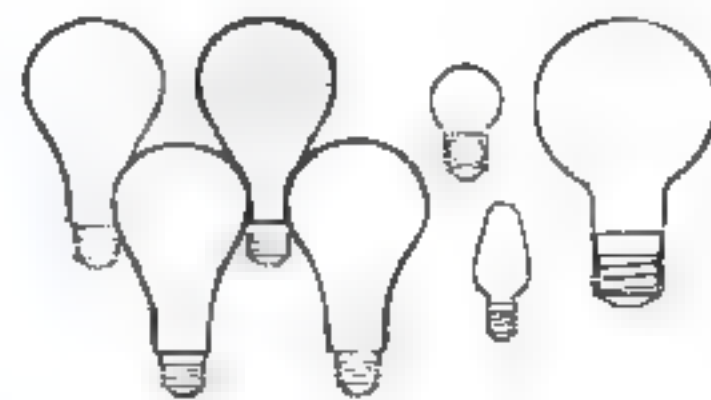
PLANT 'EM IN FIXTURES

Helpful hint for housecleaners: Even G-E Bulbs shine brighter in freshly-scrubbed fixtures. Clean 'em before you plant new bulbs.



PLANT 'EM ON SHELVES

Stock your closet shelves. Make bulbsnatchers "snatch" from easy-to-store G-E 4-bulb packs. Four 100W bulbs, 92¢. Four 60W, 84¢.



PLANT SPECIAL BULBS, TOO

Decorate to fit your mood with G-E Coloramic Bulbs. For safety's sake, use Nite-Lites. And put G-E 3-Lite Bulbs in all 3-Lite sockets

Progress Is Our Most Important Product

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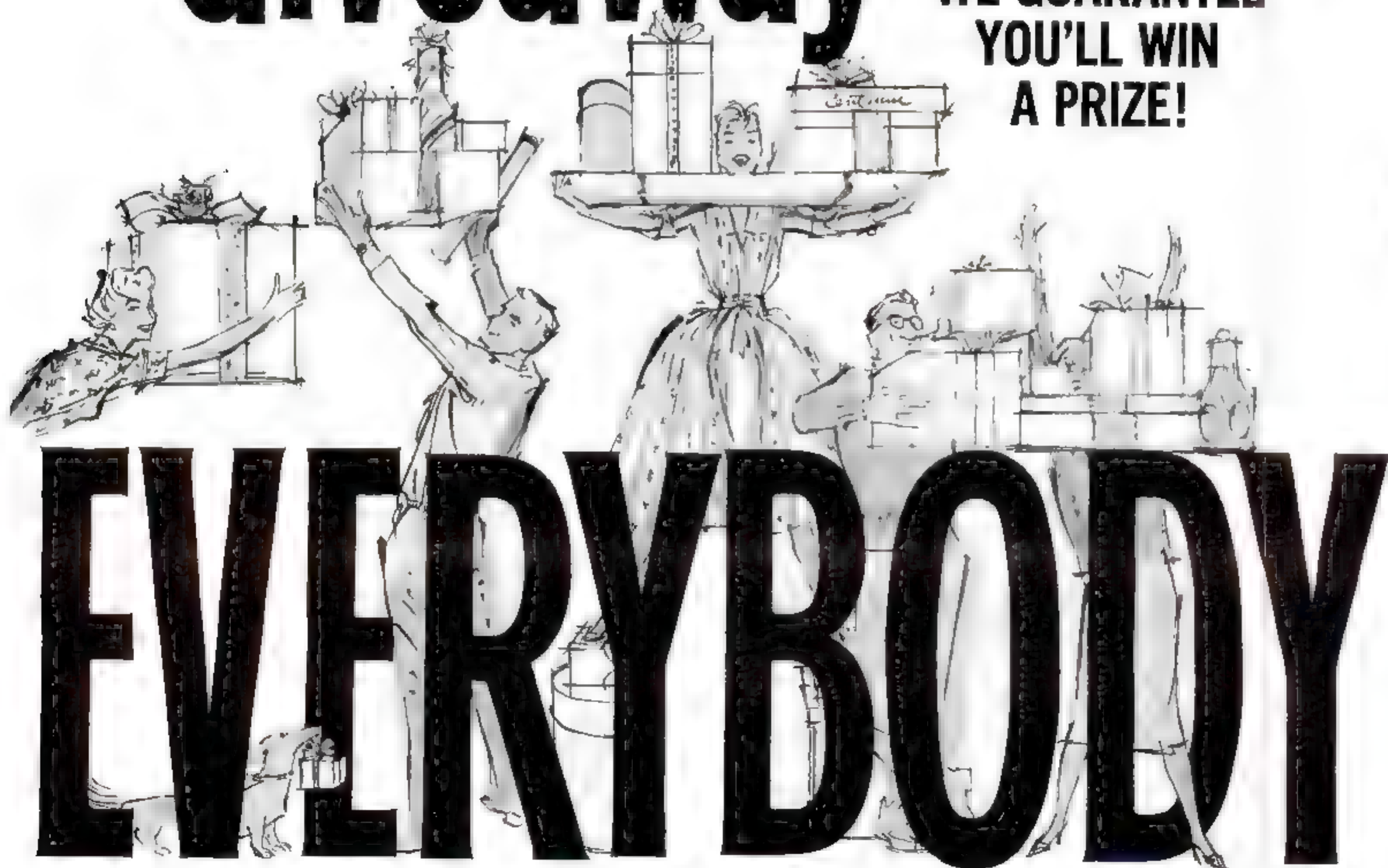
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RAZOR OR 2 PACKS
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A PRIZE!



THE REAL SAFETY, SAFETY RAZOR!

This revolutionary razor clamps blade tight, locks it firmly in place. Even the corners are shielded. You shave with complete safety! There's nothing to tighten or loosen. No overexposure of blade edge to nick or cut your face. **FULLY AUTOMATIC BLADE CHANGING!** Simply insert the safety injector. Push—pull, click—click, you change blades that quick. Each new blade is locked in place safely, securely, correctly to give you the perfect shave. No underexposure of blade edge to give you a poor shave. **NEW TRULY AUTOMATIC CLEANING!** Amazing flip-lever action lets you clean razor safely . . . even when your hands are wet and soapy. The Eversharp-Schick Injector is truly the real, safety, safety razor . . . and it's unconditionally guaranteed! Complete kit, including travel case, for only \$1.89.

Everybody wins a prize worth at least \$1, and a chance to win one of these special bonus gifts:

**A RESORT BUSINESS
OR \$25,000 IN CASH
A BLUE-CHIP
STOCK PORTFOLIO
A DELTA
POWER-TOOL WORKSHOP
5 RCA VICTOR HI-FI SETS
50 RCA VICTOR
PORTABLE TV SETS**



When buying your Eversharp-Schick look for this display

Your store has your official entry blank. Use up one clip of 24 blades. Completely fill out entry blank and finish this statement in 25 words or less: "I like shaving with an Eversharp-Schick Injector Razor because....."

Mail your completed entry blank, *plus the empty blade injector*, to Eversharp, Inc., Post Office Box #9, Brooklyn, N. Y., before Midnight, July 31, 1958.

Judging for the 58 major prizes will be based on originality, interest, sincerity and aptness of thought. This contest is subject to all Federal, state and local laws and regulations. Complete details with each entry blank.

Limit of one entry per family address





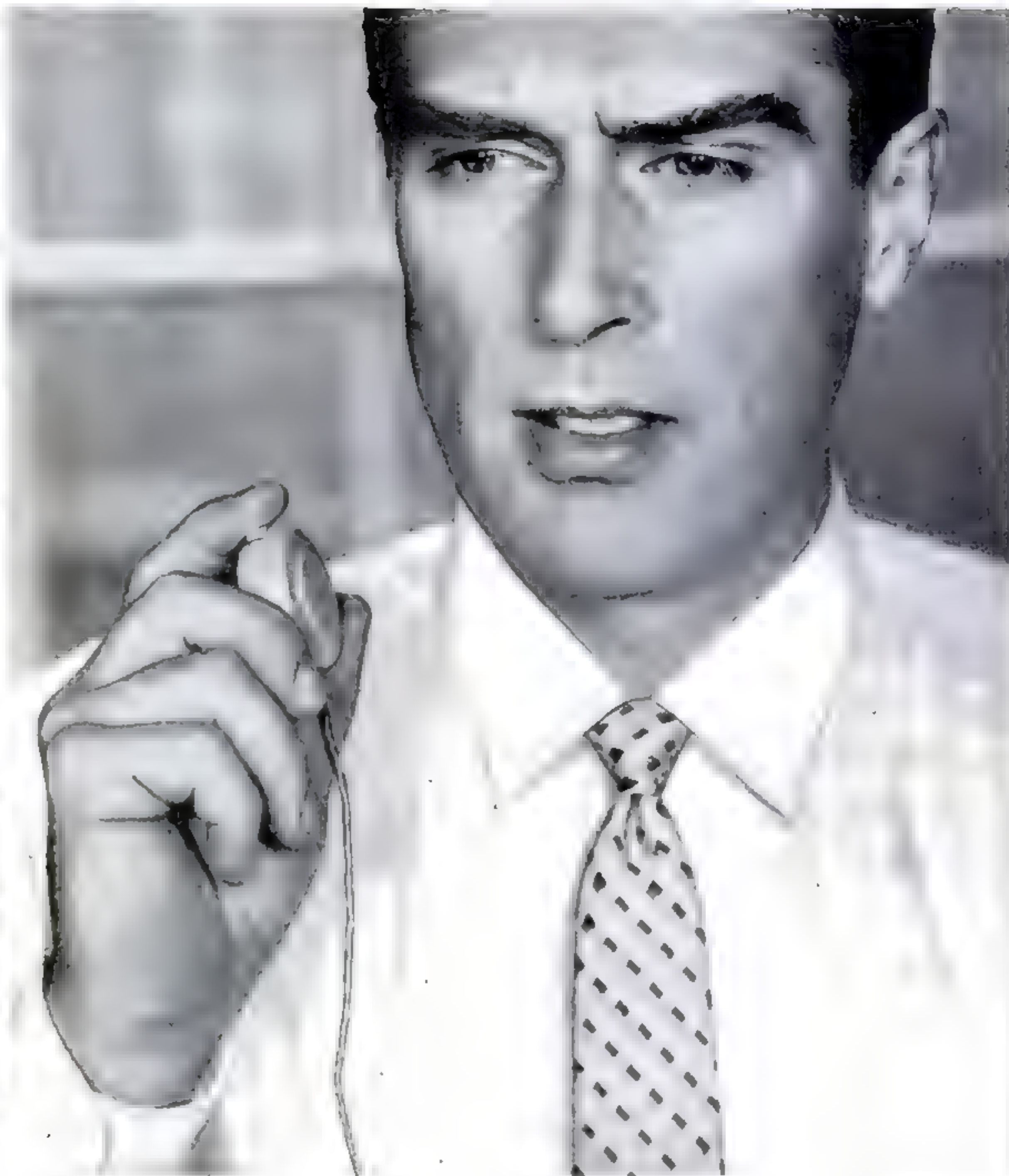
The soft single fold of the Arrow Dura-Neat Collar molds itself gently to your neck.



A new kind of flexible, paper-thin stay is built in, permanently and invisibly. NO show-through.



The result is a new kind of comfort and neatness no other collar—or shirt—can match.



Shirt, \$4.50; Rayon Tie, \$1.50

Newest, most advanced shirt in the world!

This ARROW DURA-NEAT soft collar truly won't curl or wrinkle

This is no ordinary attached collar. The new Arrow Dura-Neat is a one-piece soft collar, with a single thickness of fine Arrow fabric that molds gently to your neck.

Arrow designers have ingeniously added a new kind of flexible permanent stay that smooths and flattens your collar points with a firmly disciplined touch. It remains com-

pletely unseen during the long-wearing life of the collar.

And you'll see the meticulous Arrow tailoring reflected in every feature of the shirt. "Sanforized"-labeled to insure lasting fit.

Start enjoying the easy-living, everlasting neatness of the new Arrow Dura-Neat Glen collar* shirt. At your Arrow retailer's.

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ARROW

first in fashion

*Pat. Pend.



TENSION AND TRIUMPH FOR A YOUNG ACTRESS

The drama of Hollywood's Academy Award night is here. A 28-year-old girl, a year ago all but unknown, sits tensely in a theater seat waiting to see how her peers, the 2,000 leading figures in the movie industry, have judged her. For her work in the difficult triple-personality role in *The Three Faces of Eve*, Joanne Woodward had been nominated as the actress who had given the finest performance of the year. Nominated against her were such veteran stars as Elizabeth Taylor and Deborah Kerr.

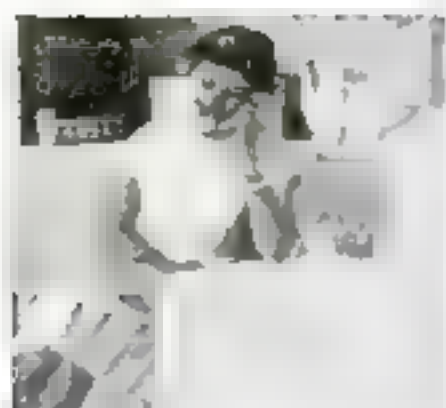
These rare pictures show the drama as Joanne accepted the award. She could be proud of the company she was keeping. Other top Oscars went to Britain's great Alec Guinness for his Colonel Nicholson, the unbending British commander in *The Bridge on the River Kwai*, and to David Lean who directed *River Kwai*, which was named the year's best movie.

IN AGONY OF SUSPENSE Joanne Woodward awaits announcement of Oscar winner while husband, Actor Paul Newman, smiles nervously in seat beside her.



NEWMAN APPLAUDS AS WINNER IS ANNOUNCED AND JOANNE RISES. HE WATCHES (BELOW, BESIDE HER COAT) AS SHE HUGS OSCAR BESTOWED BY JOHN WAYNE





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CAMEO® draperies of no-iron Fiberglas*...

The lady on page 6 has just washed and hung her new Cameo Fiberglas draperies without ironing! Now she wants a pair for every room—and who can blame her. They're so flattering—and so practical, too. Why, she'll save their low cost many times over (no more dry cleaning bills). They're so easy to order, too—with the chart shown below.



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72	63	9 98		12 98	
72	90	10 98		13 98	
104	63	6 98		20 98	
104	90	7 98		21 98	
156	90	25 98		33 98	

Prices slightly higher in West. Other sizes also available.



*F.M. Reg. U.S. Pat. Off. O.C.F. Corp.

Tension and Triumph CONTINUED

BIGGEST NAMES FOR BIG SHOW



MOVIES' TOP TALENT, including (above) Clark Gable, Cary Grant, Bob Hope and David Niven, planned show. Industry, sponsoring ceremonies itself this year, mobilized its forces, put on one of its best shows of the television era.



ROCK AND MAE teamed up for a hugging and mugging hammed-up duet. Hudson, today's top money man at the box office, and Miss West, sexy siren of the '30s, here seen at one of their rehearsals, sang *Baby, It's Cold Outside*.



SINGING A SONG OF SOUR GRAPES, Burt Lancaster and Kirk Douglas rehearse *It's Great Not To Be Nominated*. During the show, as they sang the song, TV cameras peered into faces of nominated actors who were in theater.



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Cotton-Suede lined
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3 modern pastels.
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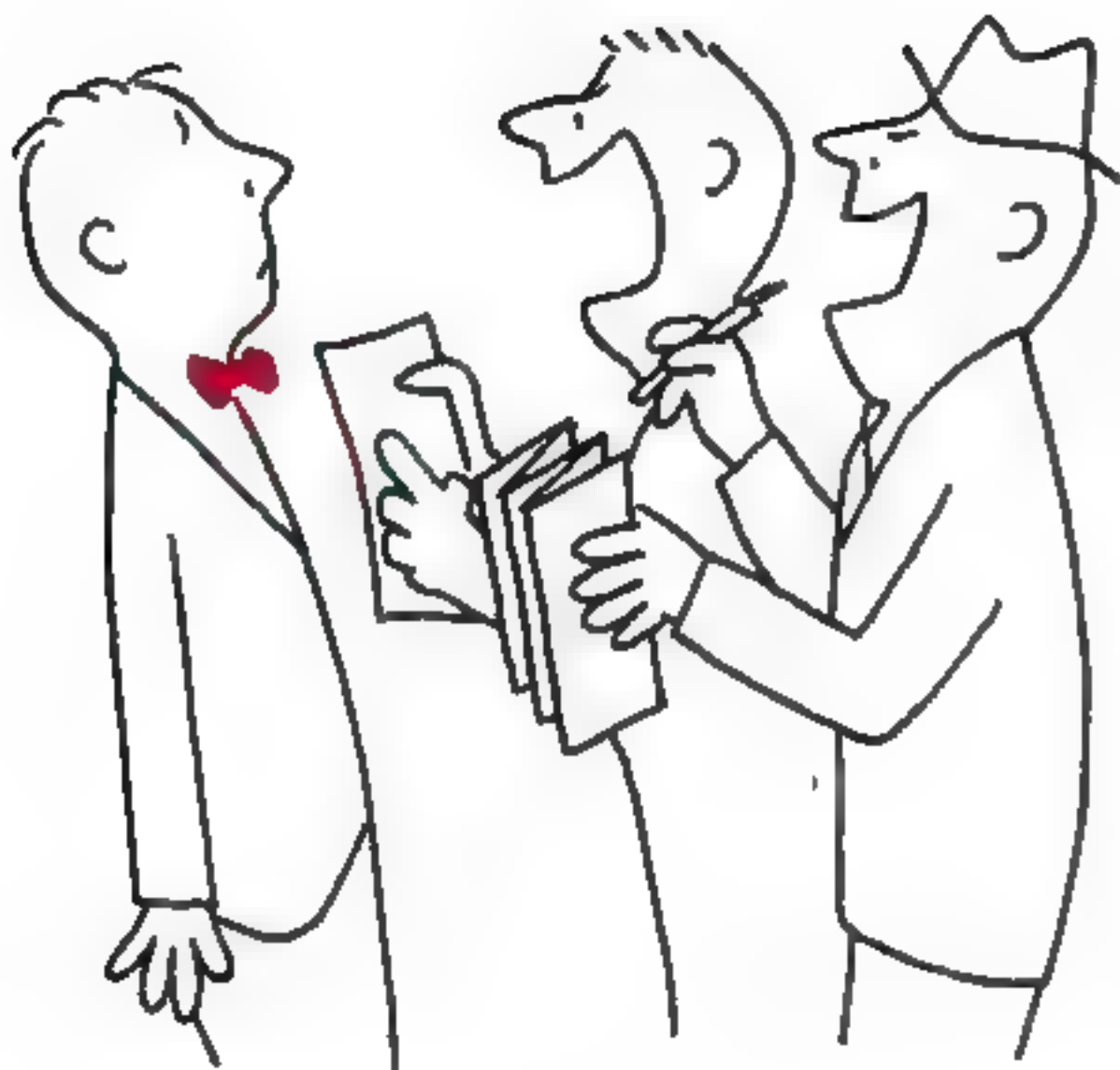
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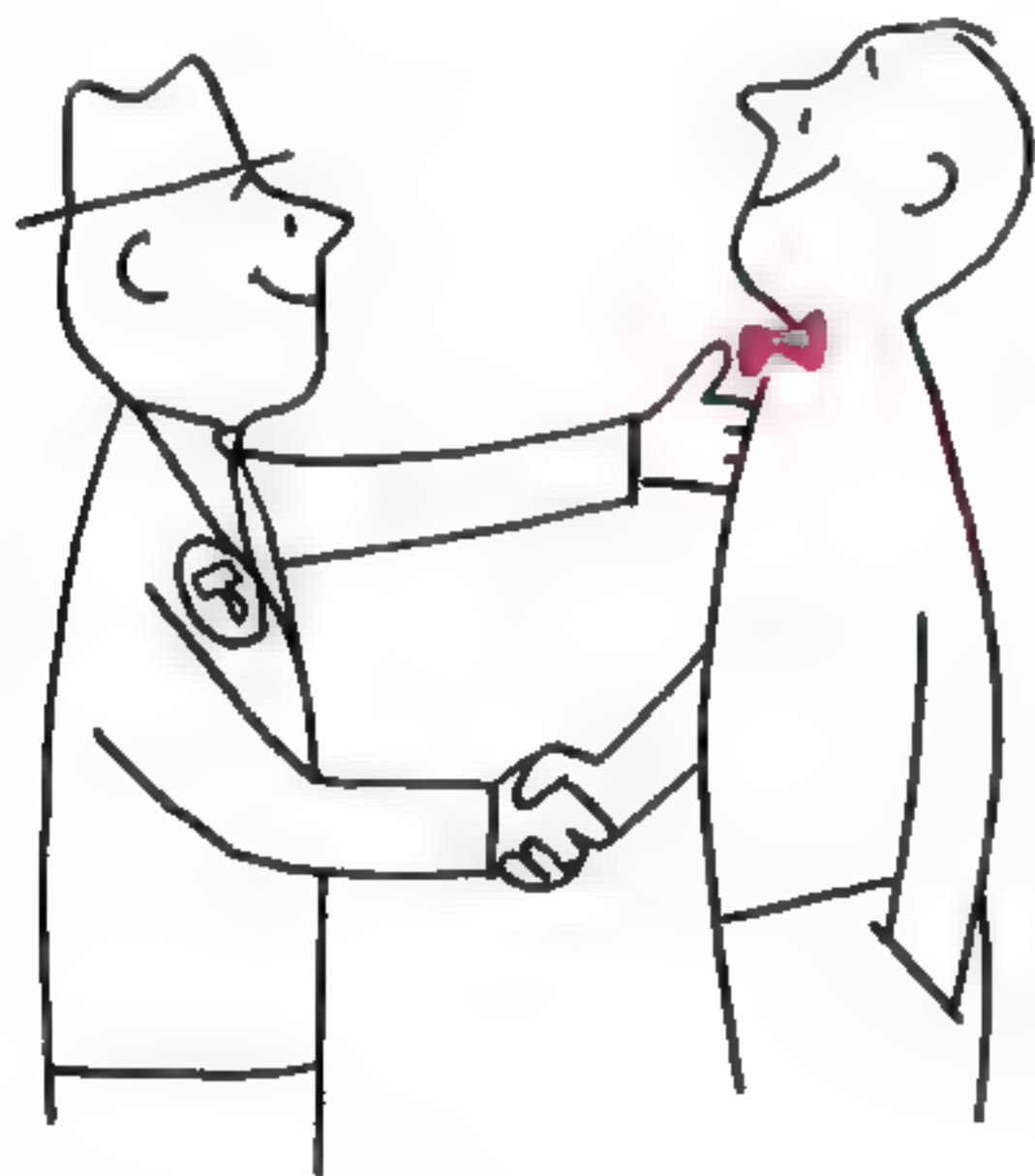
1.

Ed Ryan worked so hard all day—at home he wanted rest.
But then insurance men in droves descended on his nest.
So many policies and plans and payments—all confused.
Until a Travelers man stepped in, Ed really felt abused.



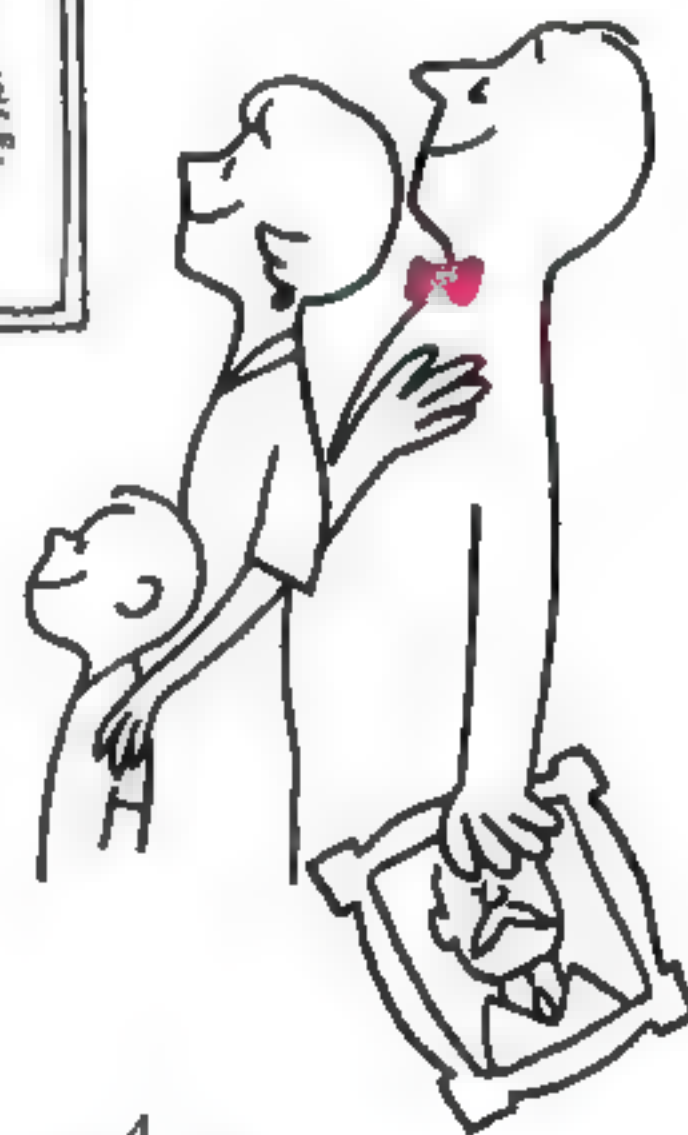
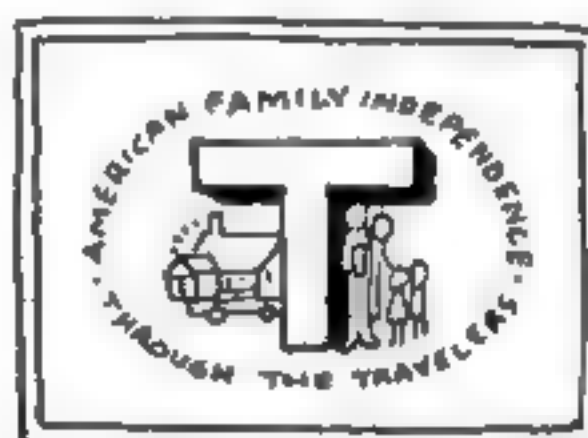
2.

Now Ed is well protected and his evenings are so free—
To all insurance men he says, "The Travelers is for me.
My life and health and home and car—The Travelers handles all.
And when I have a claim to make there's just one man to call.



3.

"He sees the picture—all of it—he spots each risky gap
And steers me clear of policies whose functions overlap.
He knew my needs and income when he built my Travelers plan—
I've balanced, sure protection from my trusty Travelers man."



4.

American Family Independence—that's how the Ryans live . . .
They're happier today because tomorrow's positive.
They have *all* of their insurance in one monthly payment plan—
And *you* can have it, too—just call your friendly Travelers man.

You can protect your *whole* good way of life through

THE TRAVELERS

INSURANCE COMPANIES, HARTFORD 15, CONNECTICUT

All forms of personal and business insurance including Life • Accident • Group • Fire • Marine • Automobile • Casualty • Bonds

MOTHER'S DAY
MAY 11



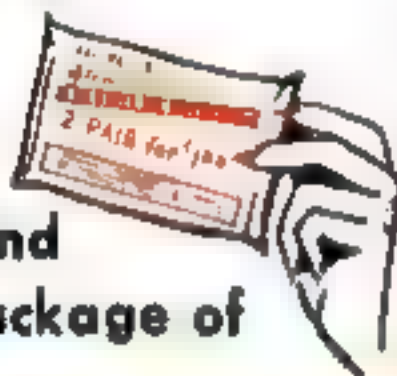
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these glamorous
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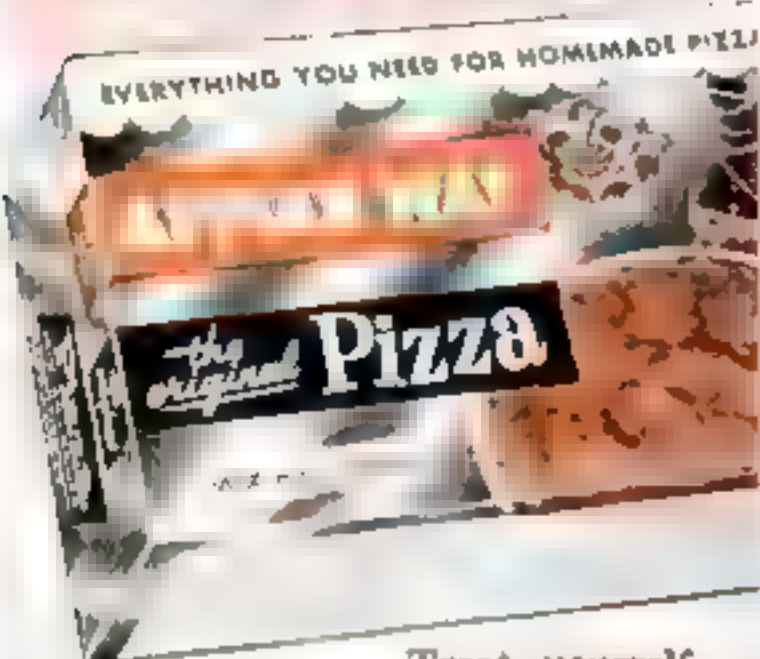
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Treat yourself
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Enclosed find \$1.00 (no stamps please)
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Send 2 pairs nylons in size I have circled.

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CIRCLE
YOUR
SIZE

8 1/2	9	9 1/2	10	10 1/2	11
8 1/2	9	9 1/2	10	10 1/2	11

Tension and Triumph CONTINUED

TOP AWARDS FOR 'RIVER KWAI'



MODEST IN TRIUMPH, Britain's David Lean accepts award for best directing for his work on *The Bridge on the River Kwai* from Italian Actress Sophia Loren. He said he never dreamed the bridge would take him so far.



BEARING UP BRAVELY, Marlon Brando (center) Anthony Franciosa (be-
hind him on aisle) and Anthony Quinn (far left) all nominated for best actor,
as Jean Simmons goes to accept winner's award for Alec Guinness.



MEANWHILE, BACK IN BRITAIN, far from Hollywood's hoopla, Alec Guinness, wearing gray stubble for role in new movie, has companionable drink with a studio gate keeper at party Guinness gave to celebrate victory.

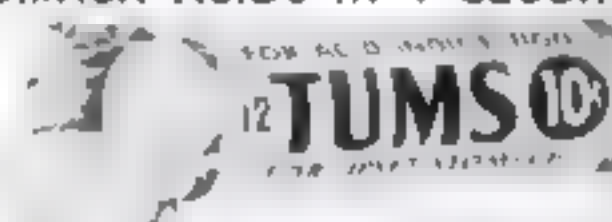
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BIGGEST
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TWIN BRUSH ELECTRIC
RUG CLEANING FLOOR POLISHER
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Formerly \$59.95 Value NOW ONLY \$39.95
Ask Your Dealer for a Demonstration or
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"Leads its field for all-around bigness—Although prices start

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"So accept this invitation to try and compare the Performance Champion for 1958 with any other car. Once you've tried the new Mercury you'll never want to go back to ordinary driving."



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Puts you in tune with the times



with any car for price, size, performance

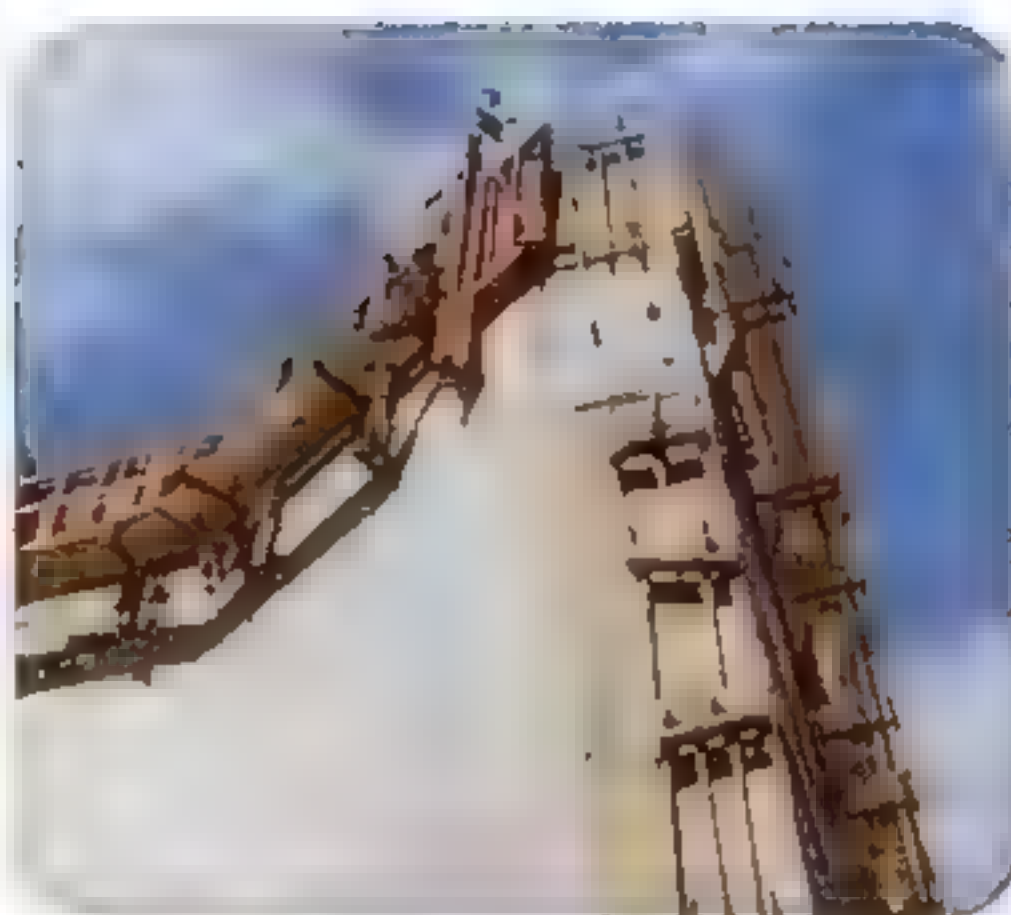
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V MEN OF AMERICA: THE BUILDERS

Live-action shots—
Montana's Clark Fork River



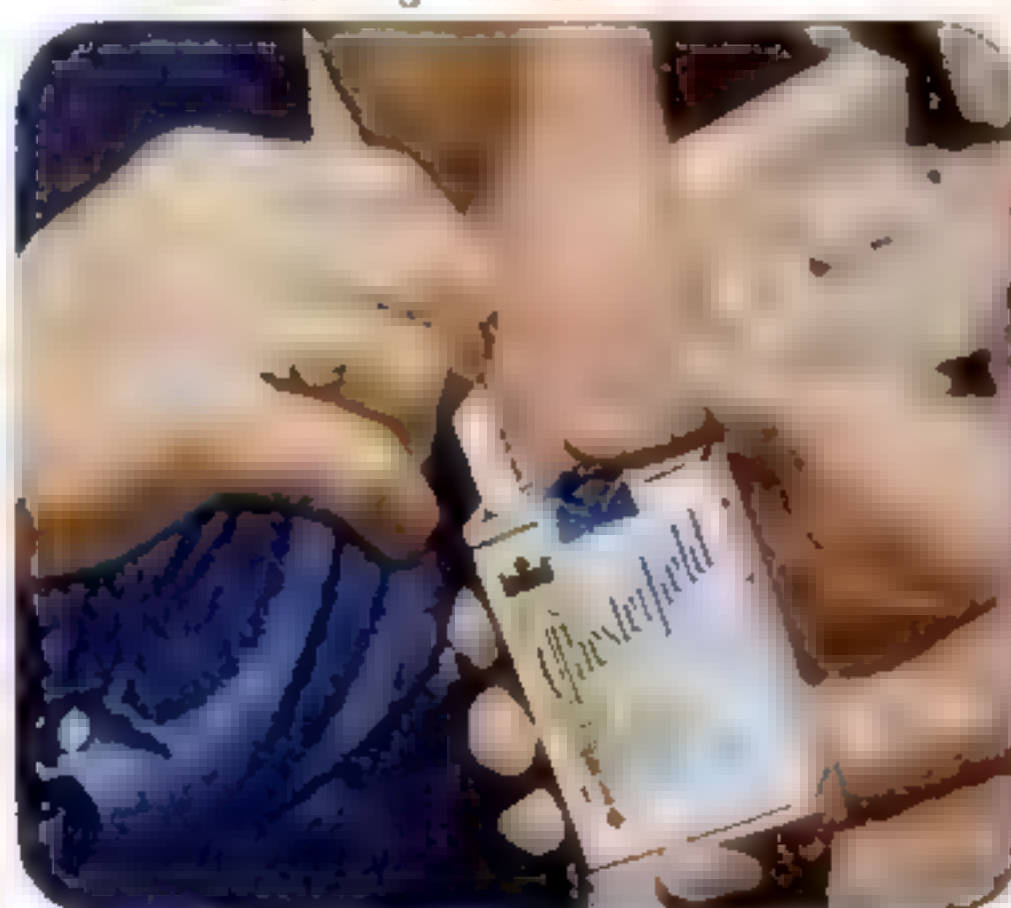
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Chain the fury
of a river's might!



Where they build a power dam
you'll find a man



Stops and takes big pleasure when and
where he can... Chesterfield!



Always the top tobacco, straight Grade-A,
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This sun-drenched top-tobacco's
gonna mean...



That you're smokin' smoother and
you're smokin' clean!



The very best tobacco in the U. S. A.
gives you big clean flavor in a big, big way.

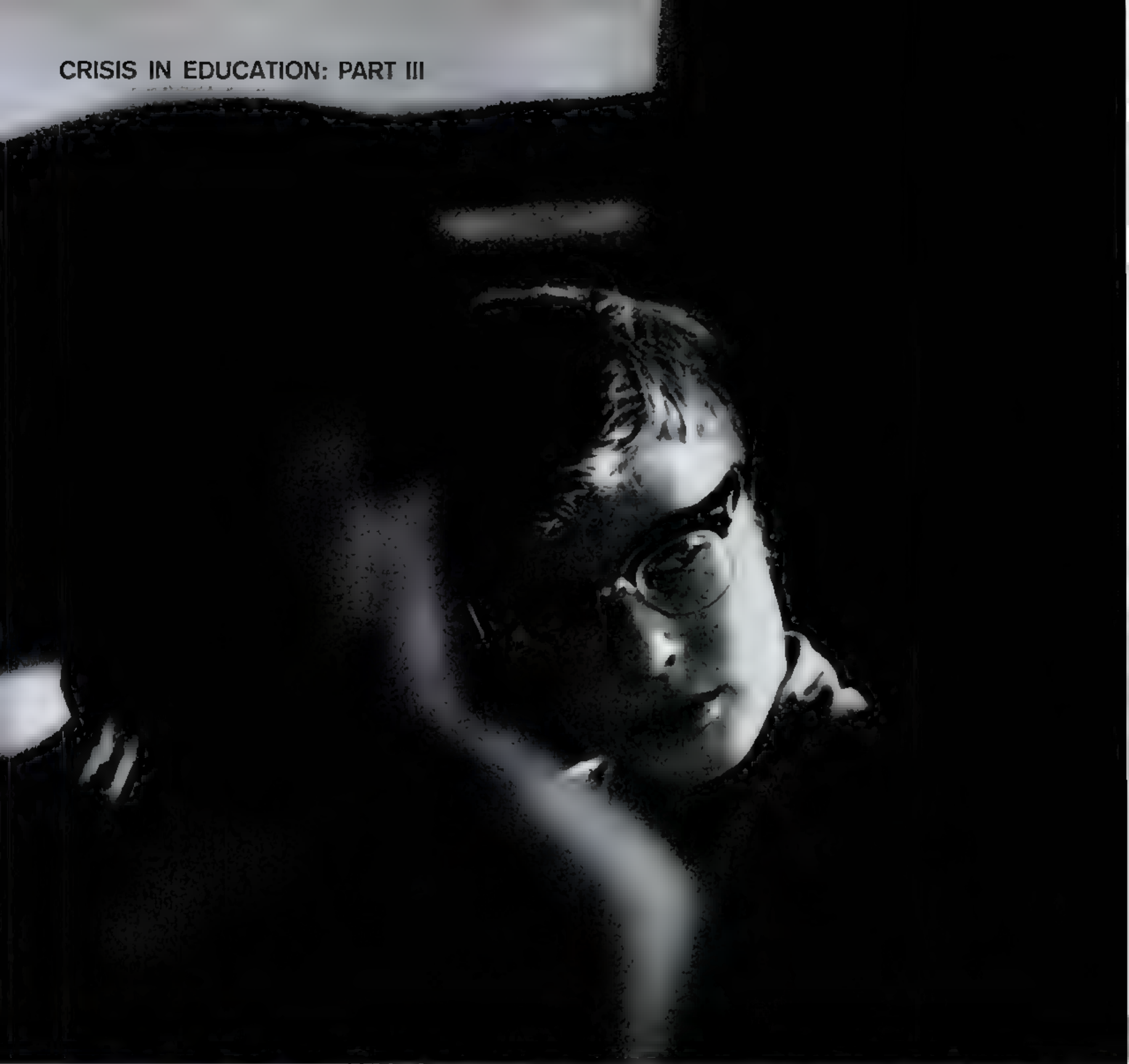
When you've earned a smoke—nothing satisfies like the
BIG CLEAN TASTE OF TOP-TOBACCO!

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KING



HIS THOUGHTFUL FACE REFLECTING COMPLETE ABSORPTION, STUDENT BARRY WICHMANN, 11, PAYS ATTENTION DURING MUSIC CLASS IN ROCKWELL CITY, IOWA

THE WASTE OF FINE MINDS

Gifted children like Barry Wichmann get short shrift in U.S. schools

Behind the alert and steady gaze of the 11-year-old schoolboy above lies a mind of truly thrilling potential—a mind that, properly attuned, might someday pierce labyrinthine complexities and reach profound conclusions. But because U.S. schools are generally inadequate to deal with gifted children like Barry Wichmann, the odds are against his ever realizing the extraordinary possibilities inherent in his superior intelligence. And there are a million other talented children like Barry. "The gifted are the most retarded group we have," reports one expert despairingly. "Their achievement in relation to their ability seems to be smaller than that of any other group."

The waste of the gifted child, treated here in the third instalment of LIFE's series on the crisis in education, is supremely critical. It is the

gifted of this young U.S. generation who must be counted on to provide the nation's future leadership, especially in creative scientific thinking. While there are educational programs for gifted children in some localities (p. 96), in some places there is nothing at all.

This is the case in Barry Wichmann's town—Rockwell City, Iowa (pop. 2,333). Barry, whose I.Q. of 162 marks him superior even to most gifted children, attends sixth-grade classes with children his own age. Largely because of his growing indifference to unstimulating work, he is doing poorly in school. At home his anxious mother and father are groping in their efforts to direct him wisely. The great danger for this lively and strangely lonely boy lies in the chance that, his talents wasted by disuse, he will end his isolation by becoming an utterly ordinary person.



DURING TEST in geography Barry discusses a question with Mrs. Carlson, his teacher. Barry always finishes such quizzes ahead of the other students.

IN REHEARSAL for the class play Barry directs reading of the group. He is often called upon to read aloud, lead discussions and organize parties.

No challenges at school

A psychologist's lengthy report, made four years ago when Barry Wadman was in the second grade, ended with this glowing recommendation: "He should be led to realize that academically he need know no limit."

Yet with dreary regularity Barry has been promoted with his classmates of that year. This day he stands at a desk in the middle of his class. His arithmetic is poor and much of his class work is only fair. His performance, especially in multiplication tables or similar rote assignments, is sloppy and erratic. Barry's excitement used to be a problem for his teachers, but now he is likely to be silent and matter-of-fact. He rarely joins his class in the schoolyard at recess. "Nothing out there to do," he says, "and nothing to do out side of it."

In Barry's class there are five children who reading difficulties. Mrs. Nita Berg Carlson, the teacher, has to spend far more time with them than she can give Barry (who, surprisingly, most tangibly evidence of his superior intelligence is now at about the "high C" level).

"There are just so many courses," says Mrs. Carlson, "and so much to do."

Though she does not give Barry extra work to do outside school, Mrs. Carlson does call on him often during class periods for his compositions, which are far more imaginatively written than those of his classmates. He directs class plays (*there*), and often takes over group discussions, cheerfully leading the other students with a long and lively dissertation on "Actionmen in the French Revolution."

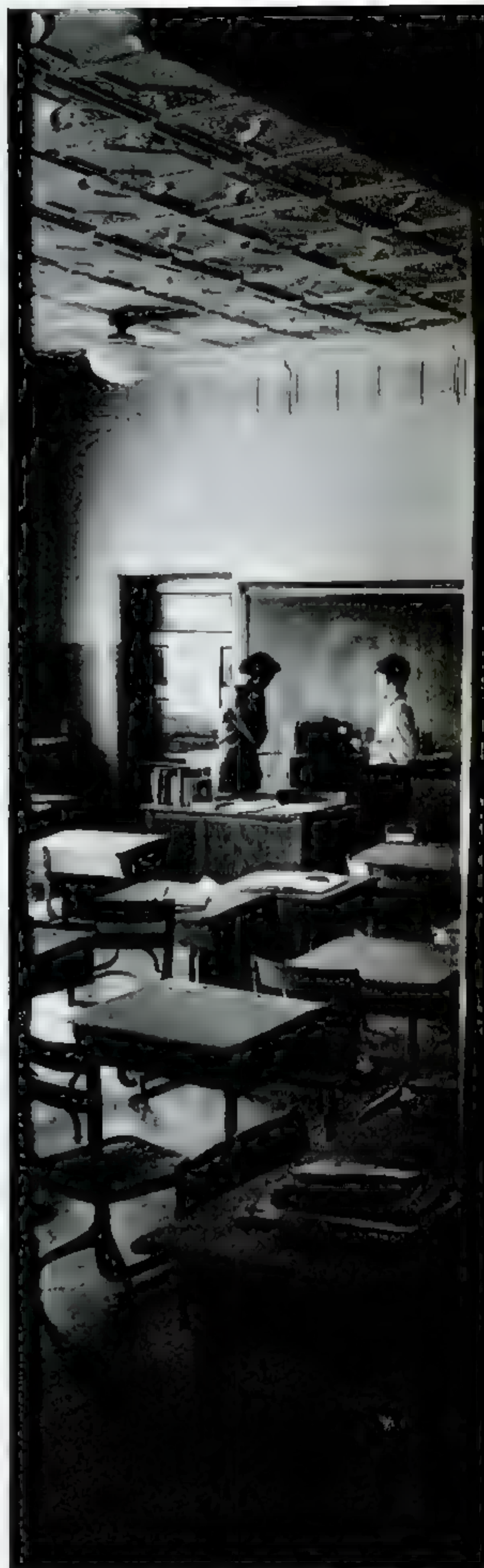
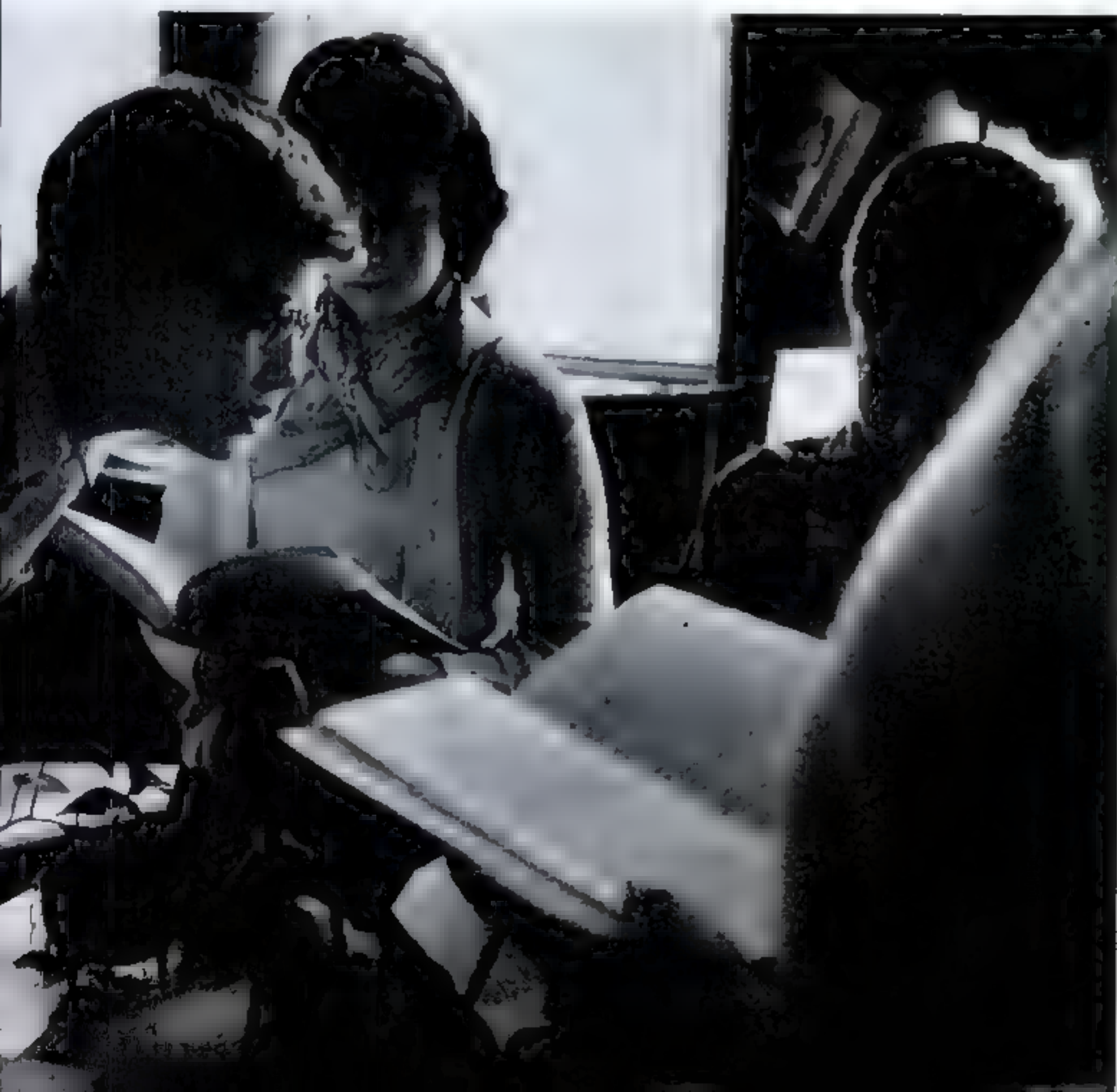
In these situations he is almost aggressively eager. Faced by the reluctance to read aloud, he will leap beyond the routine. Barry is at his best





ON SECRET VISIT after class Barry peeks into the high school science laboratory. In past years he knew the science teacher well, came in late often

just to poke around at bottles and ask questions. But now there is a new science teacher and Barry is too shy to come in unless the room is empty.



DURING RECESS Barry stops in empty room to discuss book with substitute teacher Mrs. Jack Gray, a favorite of his though she teaches another class.



AWAITING APPROVAL of new book. Barry grins nervously as his father looks at *Reptiles and Amphibians*. Barry has worried about spending \$1 of his own money—wrongly guessed that his father would think his purchase extravagant.

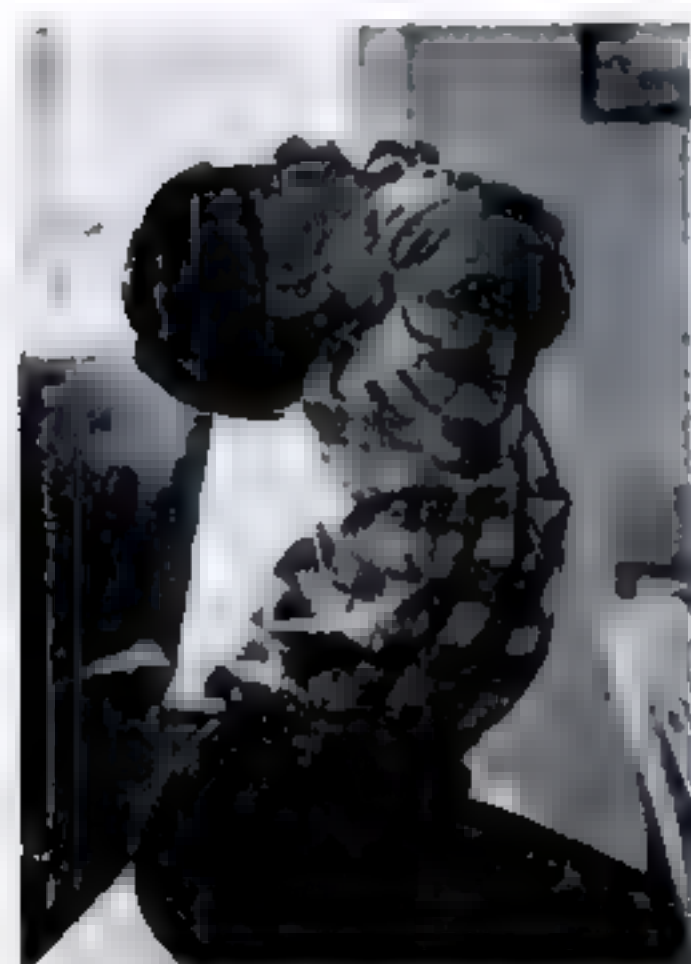
IGNORING TELEVISION. Barry reads paper while his father watches a program. → Though fond of horror shows, Barry prefers reading to television. comments: "I think the habit of watching TV on Saturday night has a deteriorating effect."



SOLITARY ARCHER in his own backyard, Barry tries out new bow and arrow set he bought with \$8.95 of his savings. Barry wasn't really interested

in buying the bow and arrow, thought the matter over for many days, finally decided to go ahead "because you're nobody if you don't have one."

At home, love and loneliness



BORED at piano, Barry yawns during practice. Musically talented, he usually quits in disgust after a few mistakes.

Barry Wichmann's father Roland (left) is a piano tuner by trade and an outdoorsman by inclination, a cheerful and affectionate man of 46 who is somewhat disappointed that his son does not share his enthusiasm either for tinkering or hunting. "Barry and I," says Mr. Wichmann, "we just don't run neck and neck." Lucille Wichmann, who is a high school graduate and teaches accordion and piano, worries about the boy constantly. She recognized in his infancy that Barry was gifted, has had him tested psychologically and has repeatedly requested extra attention for the boy at school. But, like her husband, Mrs. Wichmann is at a loss to know the best ways to channel Barry's interests.

At home Barry reads the newspapers (below) and asks many questions his father cannot answer. He broods about money, though he earns \$4 a week on his paper route. He dawdles over meals and household chores. He mopes around his room a lot. "It's sort of like having a piano around the house that's getting out of tune," Roland Wichmann told *LIFE* Correspondent Jane Estes. "It happens so gradually you don't realize it has really happened."



LONELY WALKER on the way to neighbors to read their Sunday paper, Barry hops along the sidewalk trying to make interesting tracks in the snow.



HUGGING HIS MOTHER, the more indulgent of his parents, Barry pleads for special dessert. Mother encourages boy's extra reading, teaches him music.



PLAYING SCHOOL BAND INSTRUMENTS IN THE WICHMANN LIVING ROOM BARRY TRIES OUT HIS FRIEND DAVID JOHNSTON'S CLARINET WHILE DAVID EXPERIMENTS



DURING PAPER ROUTE Barry leaps on bike, trailed by his dog, Prince. Barry has #2 uniforms for Fort Dodge Messenger. Has saved \$30 but hates collecting. He took job partially because it gave him chance to browse around town, meet other people. He swaps Messenger with one customer for a Des Moines paper.

AT CHURCH CHOIR PRACTICE, BARRY, A SOPRANO, HUNTS THROUGH HYMNAL →



Attempts to join the rest

In many ways Barry Wichmann behaves exactly like any other lively, healthy boy of 11. He has to be shouted out of bed in the morning. He gets snow inside his galoshes. He sends away for things through the mail and has gathered a cobra skin, a book entitled *1001 Things for Nothing* and a collection of trick items including pucker gum, hot toothpicks and bloody soap powder. He is in the Rockwell City school band and sings in the junior choir at the Lutheran church (center below).

But the comfort that Barry gets from conformity sometimes comes hard, and his comments on baseball give a heart-rending insight into his need for acceptance. "I've tried and tried to like baseball," he says, "but I simply can't like it. You know, it's a pretty important thing around here." His contemporaries, even the adults he meets daily along his paper route, can contribute little. He must literally hold himself in check to communicate most easily with them. Sometimes his growing impatience bursts through the veneer of normality. "They ought to call this place 'Checkerboard City,'" he says of his home town. "It's so full of squares."

Isolated by his intelligence, unchallenged at school, unable even to respond much to the loving but uneasy efforts of his parents to guide him, Barry is virtually forced to spend a great deal of time all by himself. In the tiptoe silence of the Rockwell City public library, he leafs through adult books for hours on end. He is an indefatigable wanderer and explorer and uses the extraordinary powers of his imagination to embellish the homely reality of things he sees. One gabled-and-spired house in town he refers to as "The Kremlin" and the plump housewife who lives there as "Mrs. Khrushchev." He takes long walks alone with his dog and prowls tirelessly through the stores of Rockwell City, fascinated by the jumble of objects he finds there (pp. 96-97). At home his room is a private retreat. "I am prepared for loneliness," Barry says in a completely matter-of-fact tone. "That's what my books and records are for."

WITH BARRY S. CORNET



FAVORITE HAUNT of Barry's is Carnegie library, where he often goes after finishing paper route and on Saturdays. Here he sits almost hidden behind a stack of adult books trying to decide which to take home. He chose four, among them *The Man Who Changed China* by Pearl Buck and a book on Albert Schweitzer.



VISITING BEST FRIEND, Dean Richardson ill with flu. Barry stops off with homework assignment and gift of comic book. Barry has few friends, carries on correspondence with two boys he has never met.



WITH LIBRARIAN, Mrs. Prudence Martens, Barry discusses selection. Once when he wanted to take volume on juvenile delinquency, librarian first asked his mother. Now she lets him take what he wants.



EXPLORING A STORE, Barry looks at animal pictures in a small slide viewer. Stores are exciting visiting places for Barry, who drops in several each day during and after his paper delivery, mostly just to look around. He pokes into

everything and has become such a familiar browser to clerks that they never question him. Barry eventually discarded the viewer, bought a 25¢ alphabet puzzle and a 5¢ chain with a whistle on it, later tested pitch of whistle on piano.



AN ARDENT COLLECTOR, Barry prepares stamps for his album. He also gathers rare coins, fossils, rocks and studies rock samples under microscope.

Around the U.S., old prejudice and too little effort to help

Across the U.S. today brilliant youngsters are growing up in an isolation almost as profound as Barry Wichmann's. These children should be getting the best education that the nation can provide. But because of ignorance, prejudice, and a paralyzing inflexibility in the whole public school system, tragically little is being done to help them.

Many people think that it is undemocratic to provide special help for the gifted. They feel, rightly, that every child deserves an equal opportunity to education. But it is neither fair nor democratic to deprive a bright child of the education he needs simply because other children cannot use it.

Some educators still think that it seriously harms gifted children to let them advance ahead of their age group. But studies show that, except in isolated cases, bright pupils quickly adjust to working with older classmates, and that it does far more psychological damage to hold them back.

Many communities oppose special programs as being too expensive. Yet the same communities will often spend generously on much more costly schooling for the retarded.

Probably the greatest obstacle is the hide-bound organization of the schools themselves. It has been estimated that one out of five children are bright enough to finish school in 10 years instead of 12. Yet they must advance, in lock step with the mediocre, up the rigid ladder to which they are tied merely because

of their chronological age. Scarcely 5% of the nation's high schools have more than token programs for the gifted, and even fewer elementary schools offer any help at all.

In a few cities like Cleveland, Pittsburgh, New York City and Portland Ore., where community leaders have rallied the public behind them, special elementary classes have been operating for years. But in most of these, pupils only cover more comprehensively the same ground as the regular classes. One of the rare instances of encouraging acceleration is in Milwaukee, where children can advance through the first three grades as fast as their brains will carry them.

The elementary schools which face the most difficult problem in coping with gifted children are the ones in small towns like Rockwell City. Special classes in a school of that size would be too small to be economical. Furthermore, the teaching staff in small town schools is seldom equipped to handle the gifted. Unless some unusually competent teacher takes a personal interest in a gifted child or he is allowed to study at least some subjects with older pupils who are more nearly his intellectual equals, the only recourse in this kind of situation may be a drastic one: to move to another community where his intellect will be freed to expand at its own healthy and normal pace. This the Wichmann's are now resigned to do, and they are hopefully searching for the school that can give Barry the help he needs.

WINDOW-SHOPPING, Barry looks in at odds-and-ends store, says of the owner's high prices, "He just wants to keep all of it around him forever."





“Do-it- goes —a GM “small

“DO-IT-YOURSELF” is a good way to build a bookcase or improve a shotgun, as Harold Davies of Plainville, Connecticut, found out—and it’s a good way to build a business, too.

For Harold’s hobby has made him President of his Acme Spring Company in Plainville. Today he heads a growing concern that does a good business with General Motors’ New Departure Division and with a flock of other customers in ten different industries.

Out of the Basement

LIKE most “do-it-yourselfers,” Harold started in his basement—soon got so wrapped up in his hobby, he bought a metalworking lathe, used it to build parts for two more machines. And by that time, the basement began to get pretty crowded, particularly when he went into the parts-making business.

So Harold turned from machinist to

CONNECTICUT YANKEE Harold Davies, President of Acme Spring Co., Inc., made a hit with General Motors ten years ago with a new idea for snap rings—has been supplying rings to GM ever since.

yourself" expert great guns

business" report from the Nutmeg State

combination mason-plumber-carpenter-electrician-steelworker — built a tiny 20' x 40' plant with his own hands.

Then he put on his salesman's hat, set out to build up his business with "better mousetraps." He'd dope out a way to better a prospect's product with something Acme could make—sell the prospect on the idea—get an order.

The formula worked fine, especially when he went to General Motors' New Departure Division with a snap ring that would last longer—could be used over and over again. They gave him a small order that led to big things for Harold and Acme.

In the Chips

FOR the New Departure orders kept getting bigger and bigger each year. Today Harold's plant is ten times as big as the original. But even though Harold now wears the title of President, he still wears his machinist's apron every day—that

"do-it-yourself" urge can't be downed.

Harold Davies, his co-workers, and his company—like many other folks and firms in every state—have shared in GM's success by filling GM's needs with competitively priced quality products delivered on time. Probably your friends, your town or your part of the country are also sharing in this success.

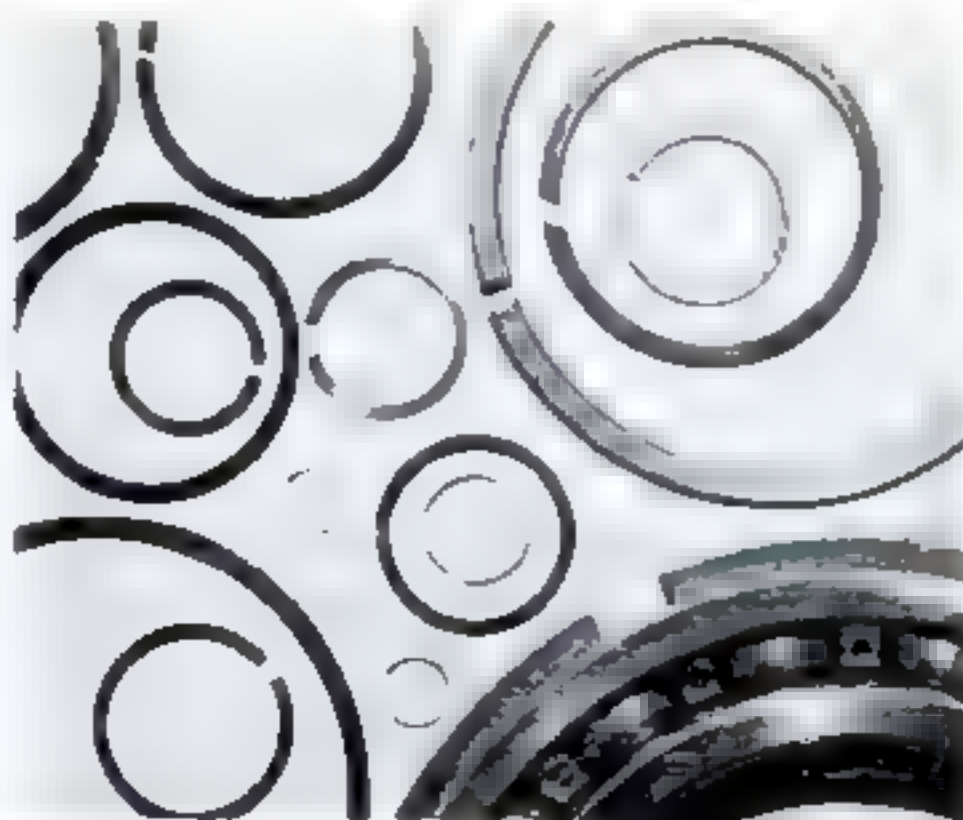
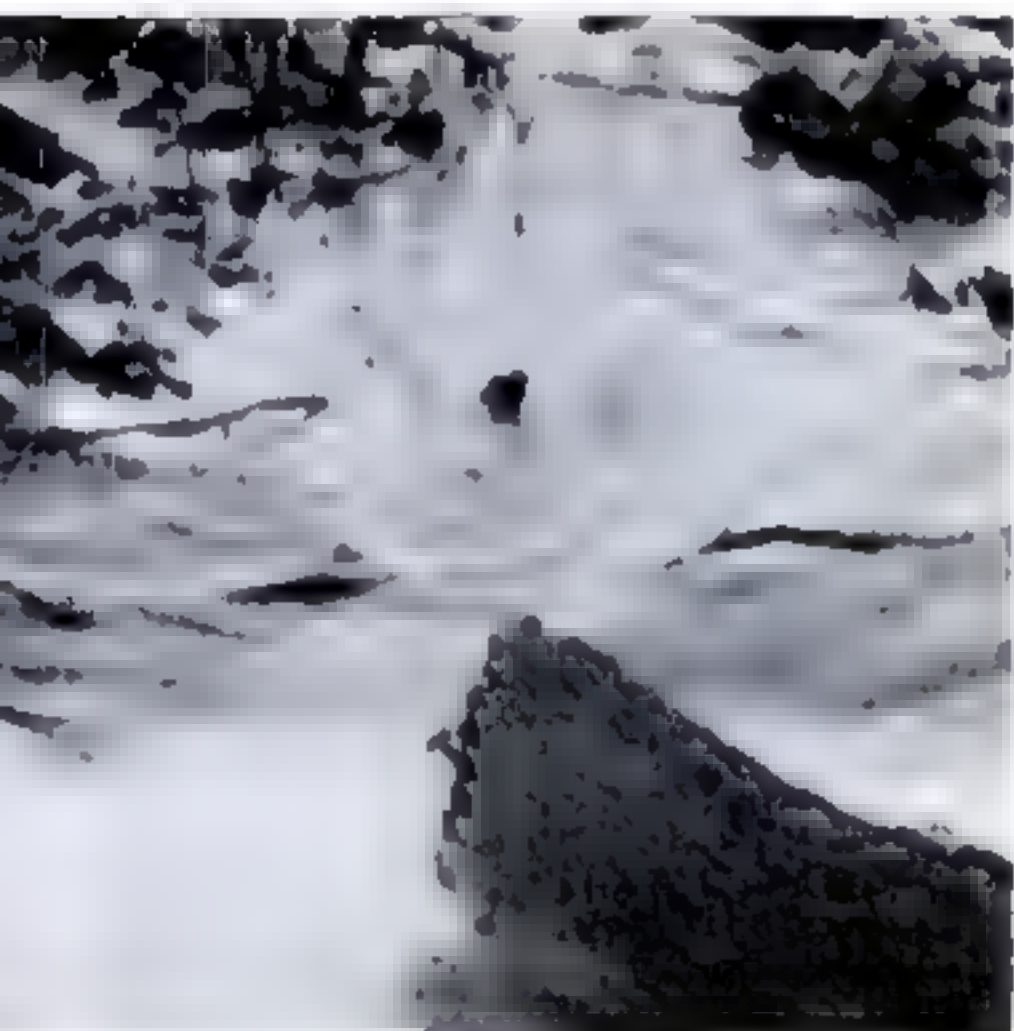
General Motors Purchases From Many, Many Small Businesses

Fifty cents of every GM sales dollar goes to outside suppliers. Of the 26,000 suppliers of goods and services to General Motors Divisions, more than 64% are very small businesses, employing less than 100 persons. Yet their total sales to General Motors were more than \$600,000,000 in a recent year.



INCORPORATION—Acme Spring Company President Harold Davies getting "Inc." sign from his wife, Mary, who is corporation's Vice President and Secretary.

GENERAL MOTORS—*Good people to work for—Good people to deal with*



SNAP RING ROUNDUP—Ball-bearing snap rings like these—turned out by Acme Spring for GM and other customers—have made company's cash register ring a merry tune for ten years.



WATER DONOR—Harold Davies conferring with Water Commissioner Joseph Wilks on Harold's offer of 200,000 gallons of free water daily from his well to water-short nearby New Britain.

TWIN LOVELORN ADVISERS

With sharp counsel to readers, unsisterly sisters Abigail Van Buren

A CERTAIN air of surrealism would doubtless be visited upon baseball if it had two Mickey Mantles, and upon the Metropolitan Opera if it had two Maria Callases. But it is difficult to believe that either phenomenon could produce the sort of stir which a set of identical and wildly competitive female twins, who bill themselves as Ann Landers and Abigail Van Buren, are currently making in U.S. newspapers. Ann and Abigail have kidnapped that ancient journalistic device, the lovelorn column, trimmed its length, discarded its reticences, given it a tone which has been described as "Dorothy Dix by Errol Flynn" and in two short years of rivalry have made themselves the most widely read and most quoted women in the world.

The sisters are by no means the first lovelorn columnists to create a journalistic stir. Newspapers have been publishing avidly read advice to troubled readers for more than a century, and such features have occasionally achieved remarkable popularity. But both Ann and Abby are something special. None of the past columnists published letters dealing with such a range of problems as they do, and none of the present ones is so terse or entertaining (see samples at right). Between them, the twins are now appearing in almost 400 U.S. newspapers and one or the other captures a new outlet almost every day.

Advice that crackles

THEIR effect upon the problem-ridden American is electrical, even in an age when every second davenport seems to be a couch and every other bartender an amateur head shrinker. Rich and poor alike are moved to write to them. As many as 9,000 letters have poured in on the two columnists in a single week, and the letters come from doctors, lawyers and clergymen, as well as from pregnant teen-agers, harassed husbands, unwed mothers, alcoholics, kept women and office Lutharios. The twins' answers to reader questions, while rooted in common sense, often crackle like vaudeville punch lines, and they never hesitate to give the supplicant the back of their hand if they feel circumstances warrant it. Abby, for instance, had little comfort for an old lady who complained that her husband not only did Spanish dances at parties but took out his false teeth and used them as castanets. "Let him have a good time," she answered. "I think it's hysterical." Ann's reaction to tearstained missives can be even more brusque: "Turn off the waterworks, Mama, you're wasting natural resources."

The letters they pick for publication are key-hole glimpses of the most intimate of human difficulties. This careful selectivity, together with their own brevity, understanding and the abrasive humor of the answers, has earned the twins a phenomenal following of readers, even among people with no important problems of their own. They are discussed at the country club bridge table and the faculty tea, as well as in the beauty parlor, and are read by men as well as by women. (Among the readers of Ann's home paper, the Chicago *Sun-Times*, 85% of the women and 45% of the men read

her column, and Abby closely approximates these figures in her journalistic show window, the *San Francisco Chronicle*.) In terms of total readers, the two women may soon threaten the records set by such luminaries as Will Rogers, O. O. McIntyre, Walter Winchell and Dorothy Dix herself.

But none of this should be taken to indicate that there is anything communal in their

efforts. From the fierce rivalry between them, in fact, it sometimes appears that they are using U.S. journalism as a personal battlefield and its hundreds of newspapers as personal artillery in what must be the most feverish female feud since Elizabeth sent Mary Queen of Scots to the chopping block. It is a curious struggle. Each woman obviously considers her sister the most important other human in the



SNAPPY SAMPLES FROM ABBY'S COLUMN

DEAR ABBY: Our daughter-in-law was married in January. Five months later she had a nine pound baby girl. She said the baby was premature. Tell me, can a baby this big be that early?

WONDERING

DEAR WONDERING: The baby was on time. The wedding was late. Forget it.

DEAR ABBY: What is the cure for a man who has been married for 33 years and still can't stay away from other women?

HIS WIFE

DEAR WIFE: Rigor mortis.

DEAR ABBY: Which is better? To go to a school dance with a creep or to sit home?

ALL SHOOK UP

DEAR SHOOK: Go with the creep, and look over the crop.

DEAR ABBY: I've been going with a girl for two years and can't get her to say yes. What should I do?

JOE

DEAR JOE: What's the question?

DEAR ABBY: A friend of mine took a boy into her home when he was 19. He never married and is now in his late 30s. She is a married woman about 60 and has grandchildren and children. He calls her Mommy, she calls him Lover Boy. Do you think this is all right?

WONDERING

DEAR WONDERING: It's all right with me. What's your problem?

TORN ASUNDER BY SUCCESS

and Ann Landers have become most-read women

by PAUL O'NEIL

world. Each seems attracted as well as repelled by her twin. But neither seems able to stay a relentless hunger for dominance over the other, and each presses the thorns of minute but rankling grievance to herself as she engages her sister in journalistic war.

Ann, who is Mrs. Jules Lederer (her husband is president of the Autopoint Company, manufacturers of ball point pens), lives in a

gleaming, glass-walled apartment tower on the Gold Coast of Chicago. Abby, who is Mrs. Morton Phillips (her husband is president of the M. Sells Co., a Pacific Coast distributing firm), lives in a low, spacious, pool-flanked ranch house in the San Francisco suburb of Hillsborough. But even though separated geographically by 2,000 miles and journalistically by rival syndicates, each continuously tracks

the activities of the other through espionage networks consisting of relatives, friends and newspapermen. Neither seems conscious of the irony involved in their rivalry: lovelorn columns which are used as weapons by sisters with an enormous, mutual lovelorn problem of their own.

Both are remarkable women, as their accomplishments suggest. They are bright, they are entertaining, they have an earthy wit, audacity and awesome self-confidence. They are tireless as tigresses and, on any subject but each other, can be as realistic as pool hall proprietors. They are now 39 years old. Ann has a precociously bright 18-year-old daughter, Margo. Abby has two children, Jeanne, 16, and Eddie, 13. In spite of a businesslike briskness of manner they look more like harem dancers than members of the PTA. Each has jet black hair, green-blue eyes and a heart-shaped face, each stands 5'2" and weighs 108 pounds and each has the sort of lush figure which seems designed primarily for slithering through beaded curtains. Neither seems totally unconscious of this fact.

A few dissimilarities

ANN has dimples. Abby does not. Ann's nose now has a slight upward tilt. A few years ago when they lived in the Middle West and before the advent of the lovelorn columns, both decided to achieve this colleen-like effect through plastic surgery. Abby backed out because, she says, her husband forbade the change. She now speculates aloud that Ann revealed certain Freudian flaws of character by going through with the operation.

Despite these minor differences, their similarities of appearance and thought are amazing. After talking to both of them, a good many people have the confused feeling that they have been talking to the same woman.

Their voices have the same timbre, and they speak with the same intonation and with the same hard Midwestern accents. Both wear jangling jewelry. Both prefer the same sort of clothes—low-cut black cocktail dresses, black street dresses, and narrow black slacks worn with Turkish slippers at home. Neither twin smokes, and although Abby will sip a little social champagne, neither has ever felt any interest in drinking. Both of them "sell" their personalities when in company, and admit it. Says Abby, "Of course you try a little harder to be entertaining when you meet somebody you're interested in." But neither allows the act to dampen the flip phrase, and if they become displeased their smiles momentarily vanish and the auditor is allowed a swift glimpse of the cold steel that lies beneath the silk and perfume. Each is the sort of woman who "knows everybody." They enjoy collecting celebrities and, doubtless because of their basic candor, their celebrities seem to enjoy being collected. Ann tends to collect political leaders: Senator Hubert Humphrey, Governor G. Mennen Williams, ex-Senator Herbert Lehman. Abby runs to the theatrical types: Jerry Lewis, Ella Logan, Director Norman Taurog.

Although they are Jewish, both are enthusiastic admirers of Bishop Fulton Sheen, whom



SNAPPY SAMPLES FROM ANN'S COLUMN

DEAR ANN LANDERS: A man (12 years my junior) talks of marriage, but his conversations all wind up with questions about my financial situation. I've been warned that he is insincere. If this is true why does he swear he worships the ground I walk on?

MISS B.L.K.

DEAR MISS B.L.K.: He probably thinks there's oil under it.

DEAR ANN LANDERS: I'm a mail carrier and my job starts at 8 a.m. This is time enough for women to get a dress on and run a comb through their hair. Most housewives look so terrible it's enough to spoil a man's day.

THE MAILMAN

DEAR MAILMAN: You ain't never been a woman at eight o'clock in the morning.

DEAR ANN LANDERS: I'm 26 and not bad looking. I'm getting balder by the week. The theory is, since so few women are bald, if we were to consume female hormones, we would regain our hair. The hormones are from female monkeys. Do you think this experiment could produce anything?

EIGHT BALL

DEAR EIGHT BALL: Only an increased interest in peanuts.

DEAR ANN LANDERS: I have been keeping company with one of the most eligible bachelors in town. Last night he said: "I think we should get married or something." Any advice?

HOPING

DEAR HOPING: Just this—you tell him you should get married—or nothing.



**NO OTHER ANTISEPTIC
not even iodine
IS SO EFFECTIVE
YET SO SAFE!**

Johnson & Johnson First Aid Cream fights infection without stinging.

Cuts, burns, abrasions heal faster because it doesn't burn or harm tissue. Greaseless, stainless.

The modern first aid treatment for the whole family.



Johnson & Johnson



ABBY'S FAMOUS FRIENDS include entertainment celebrities like Comedian Jerry Lewis and Singer Dean Martin. They are shown during filming of 1951 movie *At War with the Army*, in which Abby had a small part.

LOVELORN TWINS CONTINUED

they met after they had taken Catholic instruction a few years ago in an effort to achieve a better understanding of other religions. Each wears a gold religious medal, presented by the bishop, on her charm bracelet. ("Abby's," says Ann, "was silver, but she had it gold-plated.") The bishop seems to admire them in return, perhaps because, though respectful, they are completely unawed. "He's one of the greatest men I ever met," says Ann, "but he'll be a Jew before I'm a Catholic. When we correspond, he ends his letters, 'God love you. Yours in Christ.' I end mine, 'God love YOU, Daughter of Isaac, Abraham and Jacob.'"

The two women are the embodiment of female orthodoxy. They believe in their bones that marriage must be permanent even when disturbed by masculine lunacy, and they occasionally suggest, more by their tone than by their words, that they find women who cannot make it work faintly ridiculous. Despite their aggressiveness and their frank need for personal success, they talk tirelessly and glowingly about their husbands. Abby calls her husband "loveboat" in public and smooches him in restaurants. Ann carries marital self-abnegation so far that she has had the legend "Jules' Wife," rather than her own initials, sewn inside her dark mink coat and blue mink stole.

Both rigorously observe a code of "husband and children first," and both get up at 6:30 in the morning to be sure that these relatively helpless beings do not go off to work or school unwashed, unbuttoned or unfed. But the moment their front doors close, they leap to the journalistic fray, Ann in a den overlooking Lake Michigan, Abby in her thick-rugged California bedroom. Even here, in the opposing command posts, they are alike. Both use electric typewriters. Both do

CONTINUED



ANN'S FAMOUS FRIENDS are usually political personalities like Senator Hubert Humphrey (right). He was greeted by Ann and local Democratic official Art Henning when he spoke in Eau Claire, Wis. in '52 campaign.

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LOVELORN TWINS CONTINUED

letters and answers on the same shade of yellow paper. Both drink endless cups of coffee and eat lunch from trays amid piles of mail.

They work long hours, and if they must leave their homes they lug handbags full of letters with them. They read and scribble under the hair dryer, in dentists' offices and in taxicabs. Neither finds time to read much of anything else, although Abby does keep a tome entitled *The Hostile Mind* on her bedside table and occasionally consults it for clues to what she considers Ann's inexplicable behavior. Both find it hard to stay away from their typewriters. "If I had to leave the column for even a day or two," says Ann, "I know I'd feel anxious about it." For all the light tone they achieve, each feels that she is fulfilling an important mission in life. But the evidence indicates that it is their subtly ferocious personal struggle which lends their work its real fascination, and that without this goad neither of them would ever have begun it in the first place.

For years, Ann says, she has been trying to escape twinhood and to prove that she is an individual in her own right. For years, Abby says, she has been trying to get her twin back. "I understand why she's disturbed," Abby says. "She wanted to be the first violin in the school orchestra, but I was. She swore she'd marry a millionaire, but I did." She adds innocently, "I'm not trying to be the champion. It's just like playing poker. If you don't *have* to win, you get the cards, and she's always just had to win. But I love her." Ann replies: "That's her fantasy. She's just like a kid who beats a dog until somebody looks, and then starts petting it."

No humans could have been closer than the twins when they were children. Their father, Abe Friedman, and their mother, Rebecca, were Russian immigrants. Abe crossed the Atlantic to avoid serving in the czar's army during the Russo-Japanese War, feeling that conscription was synonymous with death. In the U.S. he immediately headed west to seek his fortune. Although he spoke no English, he did well. He began peddling chickens from a wagon in Sioux City, Iowa. He bought a grocery store, got into the artificial ice business, and ended up owning motion picture theaters in three states. By the time the twins were ready for school, the Friedmans lived in the best part of town and Abe was a civic figure of some importance.

A Sioux City sister act

THE twins were a caution. They were not only the prettiest and brightest girls in town but, being duplicates, were the best known. They were named alike: Ann was Esther Pauline (she still uses her nickname, "Eppie"), Abby was Pauline Esther ("Popo"). They dressed alike, always double-dated, and learned to sing duets (Abby carried the tune, Ann harmonized) with heads tilted and fingers snapping, just like the vaudeville artists they saw at Daddy's theater. They knocked Sioux City teen-agers dead by singing *Give Me an Old-Fashioned Girl* in Yiddish and also used music as a weapon in the classroom. The girls got "A's" but always "took teachers, not subjects." If their grades slipped, they made up a song to explain and belted the professor back into line by singing something like:

"I had a cute amoeba in lab the other day,

"I tried to draw his oral groove

"But he would run away. . . ."

"We had the edge," says Abby. "When the school orchestra went to the state music contest, we were the girls the photographers always picked out." At Morningside College, a small Methodist school in Sioux City which they attended because their parents wanted them at home, they remained inseparable. Both feel that during this period they absorbed a great deal of the quick understanding of human problems which their columns now reflect. "My father," says Ann, "was the sort of man people came to for advice. My mother couldn't turn away anyone with a hard-luck story. Our house was always full of guests and Mama ran a poker game for her friends. Mama was Queen of the Mob."

When the twins were 17 and juniors in high school they went to a football dance at the University of Minnesota, and Abby met Morton Phillips, a handsome dark-haired boy who came of a wealthy Minneapolis family. They quickly became engaged. Ann quickly became engaged too, to a law student from the West Coast. Then, while shopping for a wedding veil for Abby, she met Jules Lederer, a chunky, sandy-haired young man who worked as a millinery salesman at Sioux City's T. S. Martin department store.

"Jules wanted to take her to a Hadassah dance," says Abby, "but he was afraid to try because she was engaged. 'Ask her anyhow,' I told him. He did, and I told her she ought to go. I didn't approve of the other fellow, and I knew Ann didn't love him—and we sent his ring back, and she and Jules got engaged. We had a double wedding."

Abby settled into a very comfortable life, first in Minneapolis and later in Eau Claire, Wis., where her husband became executive vice



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Pepsi-Cola

the *Light* refreshment



BEFORE BREAKUP, smiling twins attended the Presto corporation's annual convention together. From left are Ann's husband Jules Lederer, Ann, Abby, their father Abe Friedman, Abby's husband Mort Phillips.

LOVELORN TWINS CONTINUED

president of the family-owned National Presto Industries, Inc., manufacturers of pressure cookers. Occasionally the young couple zipped off to Honolulu or to Palm Springs where Abby hobnobbed with motion picture people (she once played a bit part in a film called *At War with the Army*).

Ann's life was different. "I vegetated," she says, "and took care of the baby." Jules stayed in the millinery line and Ann kept house in a series of small apartments in Sioux City, St. Louis, Milwaukee and New Orleans.

Late in World War II both husbands were drafted into the Army and, by vast coincidence, wound up in the same infantry company as privates. They commiserated with each other and became good friends. After the war Mort offered Jules a job with Presto. In the beginning it was no great improvement on millinery. Jules gave waterless cooking demonstrations to Los Angeles housewives and Ann was sometimes drafted to clean up the pots and pans. Suddenly, however, Jules was called to Eau Claire and made vice president in charge of sales. "I didn't want a mink coat if she couldn't have one too," says Abby in explanation. "Of course, in Eau Claire she was always known as Popo's sister."

This simple statement, while doubtless true as far as it goes, needs amendment. For all that Presto did give Jules his first taste of the big time, he was, and is, a sharp businessman in his own right. "We went to Eau Claire," says Ann indignantly, "because he was the best salesman Presto ever had and because Mort needed somebody solid beside him." Ann was soon making Eau Claire steam like a pressure cooker. Having decided 1) to do her personal best to demolish the late Senator Joe McCarthy and 2) to get herself elected to the U.S. Senate within 10 years, she leaped into politics in 1954 as a red-hot Democrat.

'Rigged, packed and stacked'

THE results were dramatic, not because the Democrats, under Ann's prodding, managed to give their gubernatorial candidate, William Proxmire, a vote edge in Republican Eau Claire County, but because Ann ran for Democratic county chairman. The fact that her opponent was backed by the C.I.O. steelworkers at the Presto plant and that she was ridiculed as a "society candidate" did not deter her in the slightest. Neither did the fact that she was initially defeated. She charged that the election was "rigged, packed and stacked—a phony" and forced the state administrative committee to call for another vote. In what is still remembered by its presiding officer as the "biggest, longest and most heated meeting the Democrats ever had in the county" she was overwhelmingly elected.

Ann went enthusiastically on after the campaign. But Abby still lived in a big house while Ann lived in one known in the family as "Peanut Place." And Abby's husband still ran Presto.

Before Ann could feel that she had become top twin at last, that she had emerged triumphant from the stifling cocoon of sisterhood, a good many things had to happen—all of them with a wonderful ring of soap opera. Jules Lederer quit Presto and went to Chicago, jobless but determined to become a company president on his own. "She made Jules leave," says Abby. "She couldn't stand it." Says Ann, "How can she say that? Jules makes his own decisions, and he'd outgrown Presto. She's as wrong as when she says I wanted to marry a millionaire. I didn't have to. She's the one who needs the assurance of money." Whatever the reason, Ann found herself at loose ends. Chicago's top Democrats told her that she would be ground

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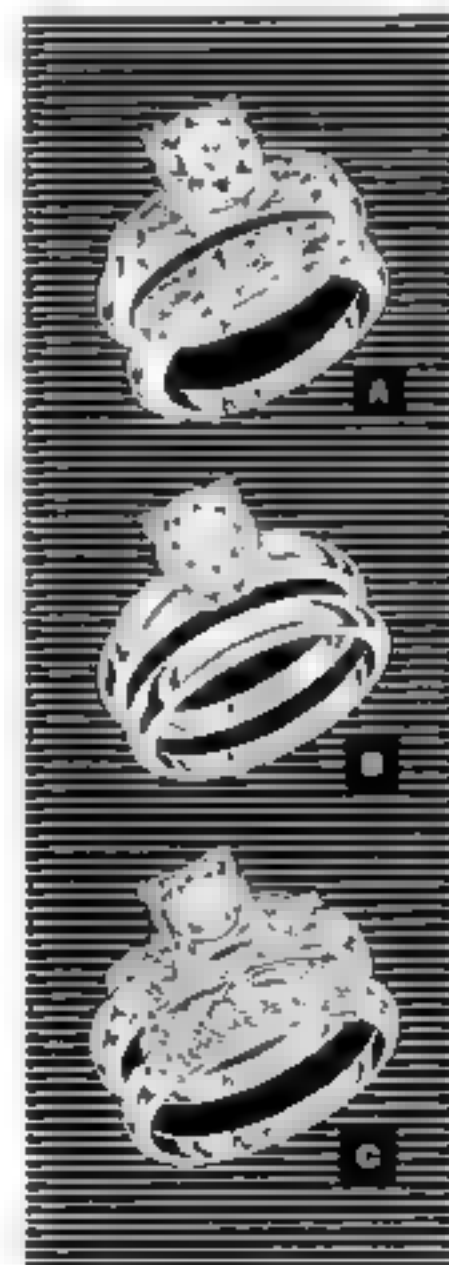
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LOVELORN TWINS CONTINUED

into amateurburger if she tried big-city politics. They suggested that she take up golf instead.

Then the newspaperwoman who had been doing the Ann Landers column for Marshall Field's *Sun-Times* Syndicate died. Twenty-seven Chicago women, almost all with writing experience, applied for the job and were given duplicate batches of letters to answer. On an impulse, W. C. Munnecke, a *Sun-Times* executive whom Ann had met and hypnotized on a train, telephoned her and asked if she would like to join the competition, just to burn up a little energy. That was the end of the competition, and after a further trial period Mrs. Jules Lederer, housewife, became Ann Landers, columnist. But this time of triumph over her sister was short.

Abby's husband Mort had moved to California to take over the M. Sells Co. Before Ann finally got her *Sun-Times* contract, Abby was at her side in Chicago, lending support. Once the contract came through, Abby went back to California, took one dissatisfied look at her Cadillac and swimming pool, and decided to become a columnist too.

Abby insists that her sister's coup had nothing at all to do with her own decision. Whatever Abby's motive, one can only be astounded at her ability to implement it with such dispatch. The *San Francisco Chronicle*, which she blithely chose as her publisher-to-be, already had a syndicated lovelorn columnist called Molly Mayfield. Abby's only previous literary works were rhymed telegrams, signed Edgar Allen Popo, which she was in the habit of firing off to friends and relatives. While the *Sun-Times* had given her twin considerable coaching and guidance, Abby had none beyond what she had absorbed while visiting Ann in Chicago. But the editors of the *Chronicle* were delighted at the sparkle and irreverence of the samples she submitted. They dropped Molly Mayfield and turned the lovelorn column over to Abby.

Making a name for herself

ABBY put together her new name, Abigail Van Buren, partly from the Old Testament ("and David said to Abigail, blessed be thy advice") and partly by selecting from the list of American presidents the name with the best social sound. Then, as Abigail Van Buren, she called Chicago on the telephone and gave Ann the glad tidings.

"She seemed disturbed," says Abby. "I had been so happy over her success that I assumed she would be happy for me. But there was a long silence, and finally she said, 'I guess it's all right if you don't get syndicated.'" Exactly three weeks after her column started the McNaught Syndicate had signed Abby to a contract. Only three weeks after that she was appearing in the tabloid *New York Mirror*, which has one of the nation's largest circulations. This not only put Abby into the Big Town ahead of Ann (who now appears in the afternoon *New York World-Telegram & Sun*) but also gave her enormous initial prestige.

In the annals of journalism the lovelorn column (the twins prefer to call it an advice column) has had a long and varied history. Syndicate editors widely assume that it was invented in 1896 by Mrs. Elizabeth Meriwether Gilmer, the original Dorothy Dix, and first run in the *New Orleans Times-Picayune*. Actually, Mrs. Gilmer seems to have been antedated in the U.S. by women who conducted "correspondents' columns" under such pseudonyms as Sister Mary or Aunt Margaret. Dorothy Dix, in fact, used a good deal of space in 1897 to lambaste the Aunt Margarets: "... They settle domestic infelicity in two lines and give an unvarying recipe for bringing up children in another. . ."

In England the lovelorn column had taken form even earlier. The *London Journal* ran one in 1855 which warned one Annie V. that: "You must be cautious. Your lover evidently does not respect his future bride. The asp lurks beneath the flowers." But it was Dorothy Dix and Beatrice Fairfax (Mrs. Marie Manning Gasch, an early Hearst sob sister) who brought lovelorning to its first full flowering. At their peak in the 1930s both were widely syndicated. Dorothy Dix alone had 200 newspapers in ten countries. But as they grew older and the world grew more sophisticated, their readers tapered off. For 15 years before it grabbed for Abby, the McNaught Syndicate had not felt it worthwhile to carry a lovelorn column on its roll of features.

Abby and Ann have changed all that, and in their zeal for growth they provide unprecedented services to both readers and editors. Their published work (Ann appears seven days a week, Abby six) reflects only a fraction of their labors. Each sees to it that every letter which bears a name and address is answered, and both have a battery of secretaries (Ann has four, Abby three) to type replies keyed to notes they scrawl on each piece of mail. Ann gets 2,000 letters a week. Abby claims 7,000 a week ("We weigh them," she says, "we don't count them") and though her syndicate suggests that this figure represents

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**PHILLIPS'
TABLETS**



PIONEER LOVELORN COLUMNIST, the original "Beatrice Fairfax" (left), shown with her secretary, helped bring about first U.S. advice-to-readers boom in the 1930s. Her real name was Mrs. Marie Manning Gasch.

LOVELORN TWINS CONTINUED

an unusual harvest set off by a New York *Mirror* promotion, she obviously reads letters by the bushel.

In any week Abby and Ann review a catalogue of human failings that would make a desk sergeant blanch. The most demanding of the problems never reach their columns. Homosexuals, people in mortal fear that their minds are slipping, women in terror of sex aberrants, wives afraid of brutal husbands, sinning clergymen—all write without reticence, asking for help. Both sisters write personal letters to these unfortunates. In some cases they rush telegraphic advice.

Neither is ever disturbed in the slightest by these scary recitals and neither seems to spend more than a few seconds deciding just what course should be taken in coping with them. If they are in doubt they simply pick up the telephone and call one of their innumerable friends practicing law, medicine or psychiatry. Ann constantly communicates with a Dr. Robert Stolar of Washington ("the doctor's doctor," says she proudly) and Abby calls a world-famed psychiatrist, Dr. Franz Alexander.

Some stern advice

THEIR advice to people in real trouble is stern and realistic. A woman with a brutal and drunken husband may be advised to throw out his clothes, lock the house and call the cops when he returns. "These bruisers are dependent on women," says Ann, "and no drunk likes being a drunk, but you can't get them to Alcoholics Anonymous just by pleading with them." Says *Sun-Times* Editor Larry Fanning, "This girl has something beyond mere shrewdness—a quality very close to genuine wisdom—and I'm sure her sister has it, too. Where do they get it? Not by reading and not really by experience. It's some kind of inherited thing."

Most syndicated writers and cartoonists simply do their work and hope their product will speak for them. Not Abby and Ann. Both constantly call, write and visit editors and publishers. Neither ever forgets a name, and in two years they have accumulated a stupefying knowledge of the circulation, attitudes and problems of hundreds of U.S. newspapers. Both are uninhibited public speakers and whirl around the country appearing on radio and television and—dressed like visiting movie actresses—holding thousands of housewives spellbound in speeches at theaters and auditoriums. Abby has just finished a book, *Dear Abby*, soon to be published by Prentice-Hall, and Ann has written a series of pamphlets called *Necking and Petting*, *Dating* and *Teen-Age Drinking*, soon to be released by her syndicate.

Their fight for newspapers is a curious battle, for neither can help selling the other's column. As soon as a newspaper buys one, its rival in town is virtually forced to buy the other to match reader interest. As a result the two women constantly roar along, neck and neck, whipping like mad, yelling complaints, and kicking dust at two competing columns, Dorothy Dix (now written by Muriel Agnelli) and Mary Haworth.

Totting up the score at any given moment is a task calculated to drive any self-appointed umpire to heroin. Both syndicates have been caught up in the fevered atmosphere of the race and both engage in all sorts of accusations and counter accusations. The *Sun-Times* people say McNaught is "giving Abby away" to get circulation by substituting her column for mediocre features already sold in package deals. McNaught representatives in turn accuse the *Sun-Times*

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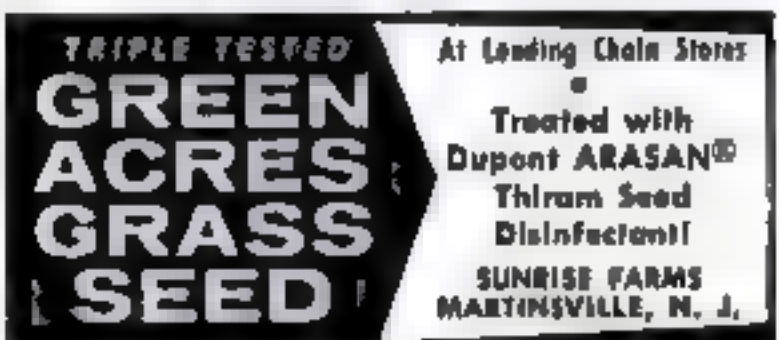
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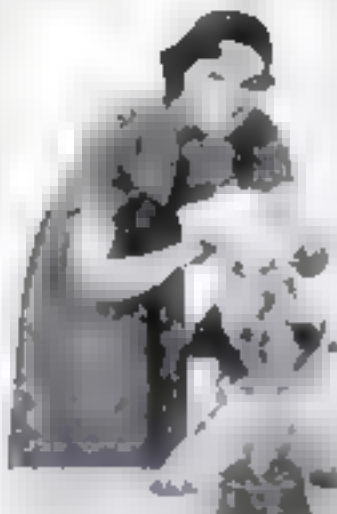
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Covers practically any surface. No brush, no mess, no fuss. Dries in minutes. Long lasting, professional finish. In black, white, gold, silver, 15 other decorator colors, and Crystal-Clear. Also Krylon Varnish Sprays. Buy it at paint, hardware, automotive, art supply, radio-TV repair stores.

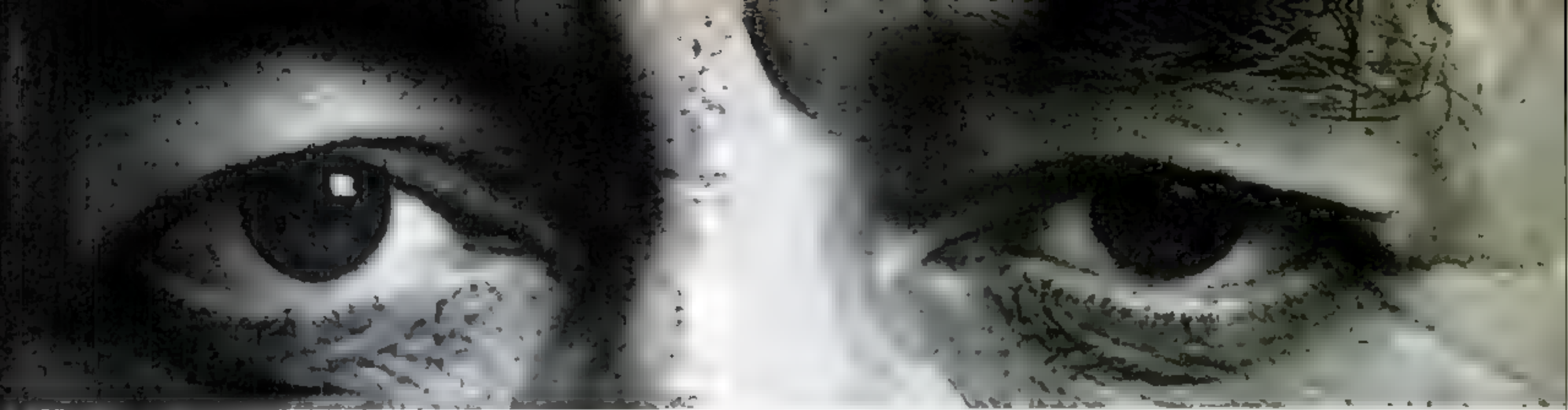
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The news is changing your life

And maybe you don't care. But if you do, this message is for you.

Our world moves like lightning. It is flinging challenges to the stars. And everything that happens is happening to you.

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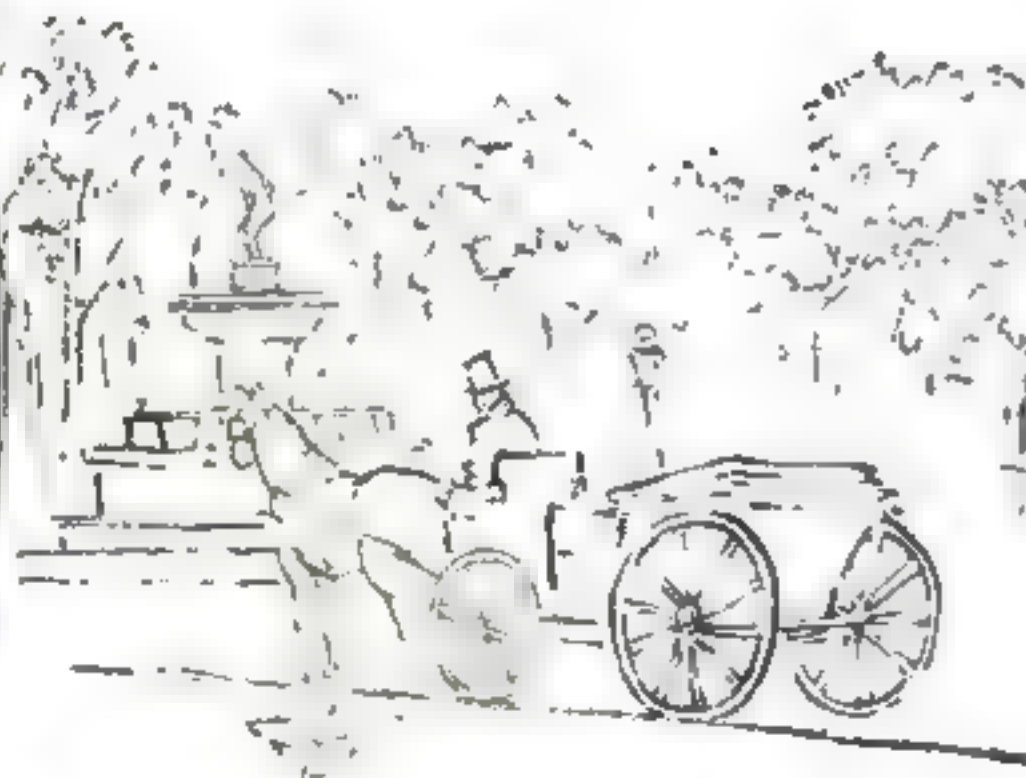
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HOUSEWIFE VAN BUREN joins family around piano in Hillsborough, Calif. home as Jeanne, 16, plays for Eddie, 13, Abby's husband Mort.

LOVELORN TWINS CONTINUED

of undercutting them by selling Ann to newspapers for as little as \$2.50 a week.

Recently the *Sun-Times* published a brochure for the trade listing 180 Ann Landers newspapers by name, an act of candor which seemed to amaze even its authors. Last week it produced an additional list running the total to 195. "We'd never do it," explained W. M. Thompson, a *Sun-Times* Syndicate editor, "if we didn't know we were ahead." Abby says she has "more than 200 newspapers." But the best list a spokesman for her syndicate could produce last week named only 172 papers. He also claimed an additional 15 which would bring her total to 187.

If all this sounds like nit-counting, it is wildly important to the two columnists. In the past two years each has endured what she conceives to be insufferable blows from the other. Abby and Ann have repeatedly accused each other of imitation, and it is true that their touch is very similar. Both like to give sharp, pointed advice, the briefer the better. Both think it is nonsense to coddle a reader. Both write entertaining comments. But there are some discernible differences: Abby is a little more flippant, Ann tends to be a little more serious a little more often.

At last, after months of this rivalry, Ann fired off a letter which made it plain that she did not want to write to her twin or see her again. The women have not communicated since.

A few days ago in San Francisco, Abby said, "When is she going to quit behaving like this?"

In the identical tone, Ann had said in Chicago a few days before, "How long am I going to have her hanging over me?"

The answers:

DEAR ABBY: Never.

DEAR ANN: Forever.



HOUSEWIFE LANDERS perches in Chicago living room with Margo, 18, and Jules. Margo once answered a teen-ager's letter in Ann's column.



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FINE BOURBON**

The rare qualities of a fine bourbon, as of a fine liqueur, are best appreciated in a snifter glass. For here its bouquet...its character...its gentle flavor, are developed to their matchless perfection. This is the test of ultimate fineness...the test that only Old Forester suggests to you.

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THE LABEL'S PROMISE:**

"There is nothing better in the market"

Would you like this classic bourbon snifter?
For enjoying Old Forester...for a conversation piece...for decorative uses...we offer you this 160-ounce, hand-blown crystal glass snifter, at a fraction of its cost. Ask your retailer for details.



PHOTOGRAPH BY IRVING PENN

ONLY **LIFE** gives you so much

He used to think art was for high-brows

You'd think when a man got to be my age, he'd know it didn't pay to be pigheaded. But it took LIFE to show me how much I was missing with my "art is for smarties" attitude.

Oh, sure, I knew about the Mona Lisa's smile, but modern art was just a mess of paint to me. I really had the wrong picture before LIFE!

LIFE changed my way of looking at things. Like Picasso. You begin to see what he's getting at when LIFE takes the same subject and shows you what he did with it in painting and in sculpture. His women still give me a chuckle, but he's got a point, and LIFE's pictures make it clear.

That's what I mean about LIFE. It gets you excited and interested. For instance, the LIFE portfolio on the Sistine Chapel. The pictures taken by LIFE's photographer lying on his back—just as Michelangelo did when he painted the ceiling—gave you a better grasp of what the artist was up against and what a magnificent accomplishment it was.

LIFE's color pictures were great, too. I'd say it was next best to being there. Guess you can tell I go for art these days when you see how high my brow is getting.

Sometimes it takes a man a whole lifetime to learn something... sometimes a couple of issues of LIFE open a whole new field of interest. No wonder everywhere you go, everybody's talking about some article in LIFE.



LIFE's art reproductions are masterpieces. Only LIFE has such extensive printing and reproduction facilities. LIFE's 13 four-color presses run at a speed of 1400 feet per minute, 144 hours a week, using 35,000 press plates in a year's time.

Fine quality coated paper—of which LIFE uses 75,000 tons a year for color printing alone—makes LIFE's color repro-

ductions the finest possible. LIFE is a leader in research in printing, in paper, in quick-drying inks and nylon plates.

No wonder art really comes to life for you in LIFE... and no wonder everything appears at its best in LIFE. Only LIFE among magazines provides such a vivid setting for any subject and brings so many subjects home to you.

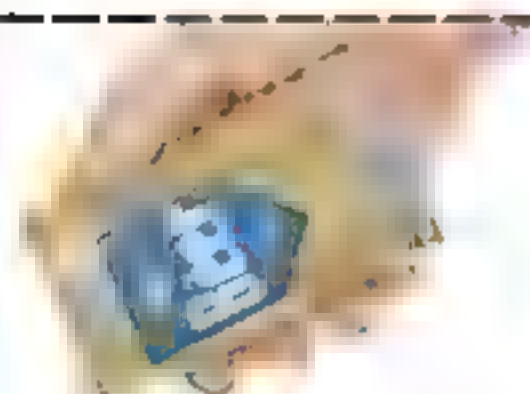
understanding... so swiftly, so surely



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that never get firm



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No irritating waits for fast chill with a Cold Injector!

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YOU CAN BE SURE...IF IT'S

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Westinghouse Electric Corp., Columbus, Ohio



New Cube Server showers down non-stick cubes into a large serving basket. Lets you keep up to six trayfuls on hand for quick and convenient serving.



Magnetic door is child-safe—opens at a touch. Ceramic magnets—Lifetime guaranteed.



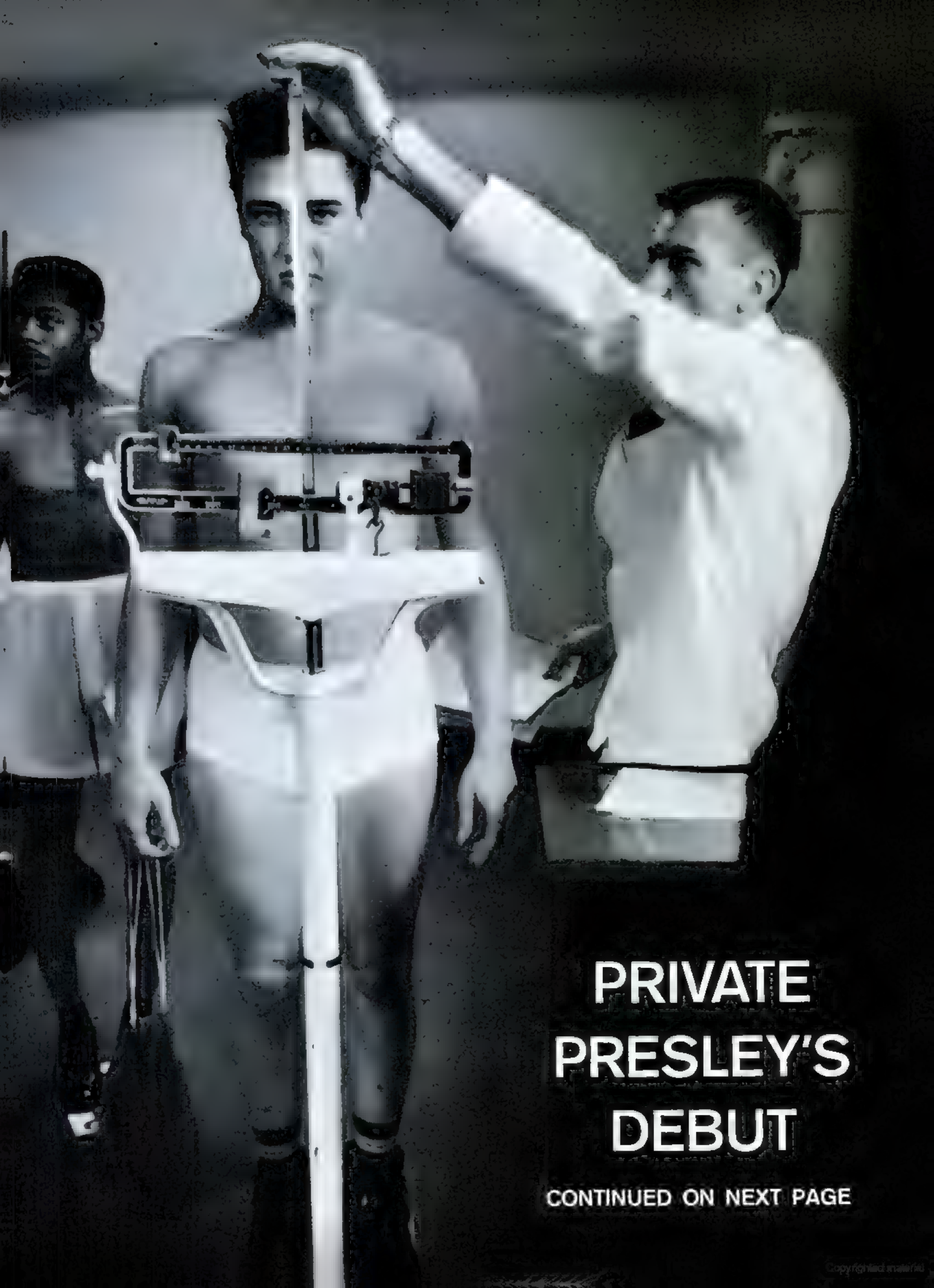
11 Color Panels and 5 cabinet colors give you 55 ways of owning color. 3 ways are shown above. Shape of Tomorrow styling fits under your standard 18" cabinets to look built-in without built-in cost.

THE
SHAPE



OF
TOMORROW

See TV's top dramatic show—Westinghouse Studio One in Hollywood.



PRIVATE PRESLEY'S DEBUT

CONTINUED ON NEXT PAGE



SAD-EYED SEND-OFF is given Presley by (from left) local fan Janet Hall, Starlets Judy Spreckels and

Anita Wood, cousin Patsy Presley and aunt Mrs. Vester Presley, and (right) his mother and father



GI BOOTS, size 12, begin Elvis' metamorphosis. He still wears his own jacket and black pegged pants.

Star is shorn, a new GI born

Stripped to his skivvies in an Army hospital in Memphis, Tenn., Private Elvis Presley was measured and weighed and—at 185 pounds, 6' 1/2"—was not found wanting by the Army. The 23-year-old rock 'n' roll king was drafted over moans by his manager who said that his time would cost the U.S. \$500,000 a year in lost income taxes. Unmoved, the Army made quick use of Presley's expensive services, putting him in charge of 21 other recruits for the bus trip to Arkansas' Fort Chaffee reception center.

In the next three days Private Presley was inoculated, outfitted, barbered and advanced \$7 on his month's pay of \$78 (he also gets \$1,000 a month from his record company). At week's end Fort Chaffee's commandant, Brig. General Ralph Mace, who had announced that Elvis stood up under induction "marvelously," sent him on to Fort Hood, Texas for combat training. "It's up to the Army to do what they want with me," said Elvis. "Heaven knows I want to live up to what people expect of me."



FAREWELL TO HAIR is blown by Presley as Army barber James Peterson brush-cuts his famous mane.

TOTALLY TRANSFORMED, SINGER PRESLEY SWINGS TO A SMART HEP-2-3-4 UNDER 75 POUNDS OF DUFFEL





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"Dacron" hold their press and shape, resist wrinkling.

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BETTER THINGS FOR BETTER LIVING... THROUGH CHEMISTRY





DOGHOUSE WITH A VIEW

A 2-year-old boxer named Ike, who lives on a farm at Greenport, Long Island, used to be restless and lonely. His owner, Dorothy McCann, is a TV producer who is away from home most of the time. Left alone, Ike used to have to stand up against a living room window in order to see what was going

on outside. Mrs. McCann felt so sorry for him that she decided to have a shed near the house converted into a doghouse with a large picture window installed at the front. Now Ike, whose whole outlook has changed, sits at his picture window hour after hour, contentedly watching the cars go by.

**IF YOU
CAN FIND A
BETTER
BOURBON
...BUY IT!**



Ancient Age
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KENTUCKY STRAIGHT BOURBON WHISKEY • 6 YEARS OLD • 84 PROOF • © ANCIENT AGE DISTILLING CO., FRANKFORT, KY.



Out of Kentucky, the great bourbon country, comes the greatest of them all, mellow, warm-hearted, aged to perfection six full years. We challenge you to find a better bourbon.

Light up a *light* smoke—
Light up a **LUCKY!**



WORTH REMEMBERING: Light tobacco gives you a light smoke. Luckies are famous for light tobacco—fine, golden-rich tobacco, toasted to taste better. Try 'em!



*Best-tasting
cigarette you
ever smoked!*